

Press-Telegram *Southland*

LONG BEACH, CALIFORNIA, SUNDAY, JANUARY 28, 1951

MAGAZINE Section



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VOL. 3 No. 52

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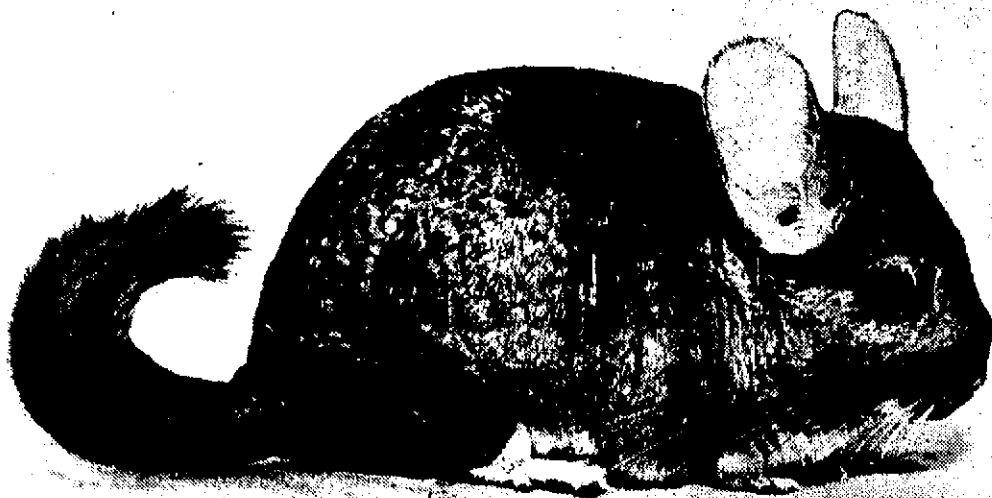
Member
**PACIFIC SUNDAY
MAGAZINES**

FRED TAYLOR KRAFT,
Magazine Editor

ON TOP OF THE WORLD

Seemingly perched atop the world, the thrilled young skier above climbs 11,000-foot Baldy Mountain, at Sun Valley, the easy way—via the Broadway ski lift. A magnificent view lies below.

—Union Pacific Railway Photo.



Here is a side view of a chinchilla, showing the bushy tail. The chinchilla is a rodent, about half the size of a rabbit; a native of the high Andes ranges.



—Photos by William Ecker.

A chinchilla family of four is pictured above. Baby chinchillas are born into the world fully furred and with their eyes open and with all of their twenty teeth.

Tiny creatures whose pelts, fashioned into robes of splendor, enhance the beauty of women! Such is the transient life of

The Fabulous Chinchilla

By Vera Williams

ADVENTURE, romance, beautiful women, wealth—these and a tiny, furry animal are the stuff of which a thriving modern industry is built.

The animal is the chinchilla, shy little creature with lustrous, soft, bluish-gray fur, and its history is filled with the romance and adventure of the conquering of the New World. Beautiful women? Romanticists say there is nothing more becoming to a beautiful woman—nothing to make a woman seem more beautiful—than a coat of chinchilla fur. Wealth? A full-length chinchilla coat may bring a price of \$30,000 or more.

In the Long Beach area are 600 chinchilla farms, about half of the chinchilla farms in the entire United States! And flourishing on these farms are 30,000 chinchillas, destined to become 300 fur coats.

The chinchilla comes from the giant ranges of the Andes but can make itself at home in any climate in the world. Early in the history of the hemisphere, the chinchilla, about half the size of a rabbit but looking more like a squirrel than a rabbit, abounded in the high mountain ranges of Chile, Peru, Bolivia and Argentina.

The animals were greatly valued by the Chinch Indians. The flesh was good to eat, the pelts made soft robes, the hair could be cut from the skins and used in weaving.

When the Incas conquered the Chinchas, they took the prized fur for their royal robes of state and forbade the Chinchas to use it. In this they were not wholly successful and, when the Spaniards came in the 16th century and conquered all the Indians, including the Incas, they named the animal, not after the Incas, but after the Chinchas, calling it "chinchilla."

AS ALWAYS was the case, the Spanish newcomers were delighted with the fur—a fur an inch or more deep, of great density and so fine that passing breezes made a soft ripple over it.

A story is told of one of the conquerors who, wishing to please his queen, filled a box with gold and jewels, wrapped the box in a royal Inca chinchilla robe and shipped it to Spain. When it reached Spain, the messenger in charge of the box removed the gold and gems, stuffed the robe inside and sent it to the queen. Then he fled north with his booty.

However, the queen's soldiers found him and brought him in. Instead of the death by torture which he expected, he was

knighted by the queen, so charmed was she by this new fur.

To satisfy the demands of Spanish ladies and others who followed them in European courts, the little animal was trapped so relentlessly that it was almost exterminated.

The chinchilla was almost a legend when M. F. Chapman, American mining engineer, saw one for the first time in 1918. A Chilean Indian came into Chapman's Andean camp carrying a chinchilla in a five-gallon can. The chinchilla had had little food and no water at all for more than two weeks. The Indians thought chinchillas did not drink.

CHAPMAN promptly gave the little creature a drink of water and almost simultaneously started his research. The animal had been carried for days, in an almost starving condition, in a container which was an oven by day, a refrigerator by night, in altitudes varying from 11,000 to 17,000 feet, proving that it was hardy.

The next year Chapman organized a party of 20 Indian trappers who combed the mountains for three years to get a dozen suitable animals for Chapman. During that period, some of the Indians did not see a chinchilla.

At last, with the little animals



—Photo by Lindberg Studio.

A chinchilla coat like the one above may be purchased for upwards of \$15,000; long ones for \$30,000 or more.

in refrigerated cages, Chapman started the slow, careful descent from the high altitudes. He had to obtain permission from South American authorities to export them, and then he had to struggle with a Japanese sea captain who insisted the animals should be carried below—where Chapman feared they

might die when they crossed the equator.

Chapman and his royal immigrants arrived in San Pedro in February, 1923. The four females and seven males which arrived that day became the parent stock of virtually all the

(Continued on Page 6, Col. 6.)

Picturesque Ensenada

Seventy-five miles south of the Mexican border lies an interesting city. A broad, paved highway, offering new vistas, takes you there.

By Spencer Crump

TIME WAS when Baja California was known by north-of-the-border Americans as little more than an oasis for the thirsty and for wide-open gambling. Roads were bad beyond Tijuana and few of these north-of-the-borderites cared to risk a 75-mile jaunt to the picturesque little Mexican fishing village of Ensenada nestled on the sandy shore of Bahia de Todos Santos (All Saints Bay).

Today, much of that has changed. Ensenada is one of the top attractions for surf and deep-sea anglers. The long, rolling surf is highly lucrative water for the bait casters and the live-bait boats that ply the deep waters of the bay seldom miss on game fish of a larger variety.

Ensenada is one of the few

towns of any size in Baja California, an area that was pioneered nearly a century before upper California, but which still retains its primitive and native beauty. It is divided into two sections: Territories of the north and south. Ensenada is in the northern section, far north of the halfway mark.

The visitor to Ensenada may travel a paved road through rolling hills past Rosarito Beach, a small seaside ranching and farming settlement built around a large hotel widely noted for its handsome seaside swimming pool and its ornate tile work and murals depicting Mexican historical events.

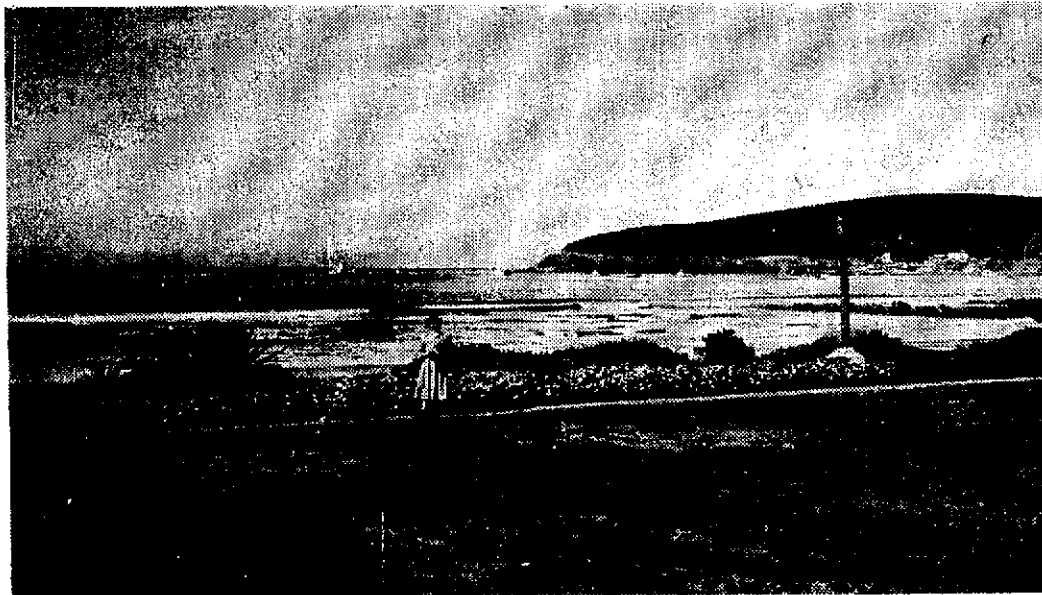
The highway from Rosarito Beach pushes on down the coast, paralleling cactus-covered mountains which slope up from the Pacific. It leads along

cliffs, by the beach, past sand dunes and up into the oak forested mountains. For the most part the area is sparsely settled, although there are a few places where gasoline and other supplies may be purchased.

An interesting point along the road is the little pueblo of La Misión, built around the ruins of one of the old mission outposts of the chain the Spaniards started near the tip of Baja California in 1697, more than 70 years before the first upper California settlement was made at San Diego. A school, small store and other buildings stand near the adobe ruins.

THE city of Ensenada (Spanish for creek), is the trading and shipping center for farms, ranches and fish canneries for miles around. The bay is port for fishing and other commercial vessels as well as for pleasure yachtsmen from Southern California.

Ensenada also is famed as a resort town. High hills slope up from the beach, presenting scenic panoramas, and there is excellent fishing for yellowtail, barracuda, and other game fish in the bay and off-shore. Near-



Picturesque Bahia de Todos Santos circles for seven miles before the little Mexican fishing village of Ensenada, situated 75 miles south of the border.

ly 20 years ago Jack Dempsey built the famed Playa Ensenada, a hotel and gambling palace. Then the Mexican government rescinded the gambling license and it was closed to the public.

Recently nearly \$250,000 was spent to remodel the ornate hotel, and under the management of Daniel Apago the hospitality reopened as the Riviera del Pacifico. Fabulous antiques fill the lobby, and the former gambling halls have been converted into an art gallery and wedding chapel. There are also several other hotels and motels along the Ensenada seashore.

Out at sea, you can see Todos Santos Island, a mile and a half long and a mile wide. Mexican legend says the buried treasure of early day pirates still remains hidden there. It was this island which inspired Robert Louis Stevenson to write "Treasure Island." In the 1890s, when the poet-author lived at Ensenada to recover his health, he explored the island.

Although Ensenada is growing, it retains the sleepy flavor of an Old Mexico interior town. In contrast to the obvious commercialism and bustle of border cities. The visitor may stroll along the streets, exploring both souvenir shops and the

stores maintained for the pueblo's residents. While English is not as widely spoken as in the border cities, the people are courteous, interested and helpful.

FOR MOST visitors in Baja California, Ensenada is the terminal. But, for the venture-some, it is only the beginning.

A paved two-lane highway pushes on for approximately 70 miles, and from there a graded road goes on for nearly 40 miles more in this forgotten land.

There are a few places where gasoline may be purchased and there are limited motel facilities. It's best to carry along an extra five or 10 gallons of gas for emergencies, a supply of drinking water and camping equipment—just in case you are unable to find proper accommodations.

If you speak some Spanish, so much the better, for farther south less English is spoken by the people.

Leaving Ensenada, the road leads inland and then parallels the coast to the Santo Tomas Valley, about 30 miles away. Here is a small village with stores, fronting the valley which, with irrigation, is being developed into a vast vineyard. Standing near the road are the crumbling adobe ruins of La Misión de Santo Tomas.

Nearly 25 miles farther on is the village of San Vicente, in a large valley of farms and ranches. Among most important crops are tomatoes and chili peppers, which are trucked to Los Angeles for marketing. It is approximately 40 miles to Hamilton Ranch; midway between San Vicente and Hamilton, the paved road deteriorates into a graded, but unpaved lane. The road is well marked, but travel is slower and the road rougher.

HAMILTON RANCH is among the best known landmarks in this section. Besides being a working farm

and ranch acreage, it also includes an airplane runway for visitors. Guests are accepted at the ranch house, although reservations must be made some time in advance.

An interesting side trip from the Hamilton Ranch area is to the village of Santo Domingo, a sleepy little pueblo about eight miles inland from the



Roads are bad, fuel scarce 100 miles below Ensenada, forcing travelers to rely more on horses and walking.

ocean. Most of the people ride horses, instead of using cars, because they are more useful in the rough terrain. American visitors are comparatively few.

Approximately 15 miles below Hamilton Ranch is San Quintin Bay, an excellent place

for game fishing. Near the bay, the graded road deteriorates into sandy desert, over which travel is tedious and difficult with ordinary passenger cars. Special equipment and instructions are needed for travel beyond here.



Riviera del Pacifico at Ensenada is a hotel with a past. It was built by former boxing champion, Jack Dempsey, and associates; recently was restored to use.



—Photos by the Author

These are the ruins of La Misión de Santo Domingo, more than 100 miles to the south of Ensenada. Mission is below Hamilton Ranch where graded road ends.

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3
PER ANNUM
CURRENT RATE

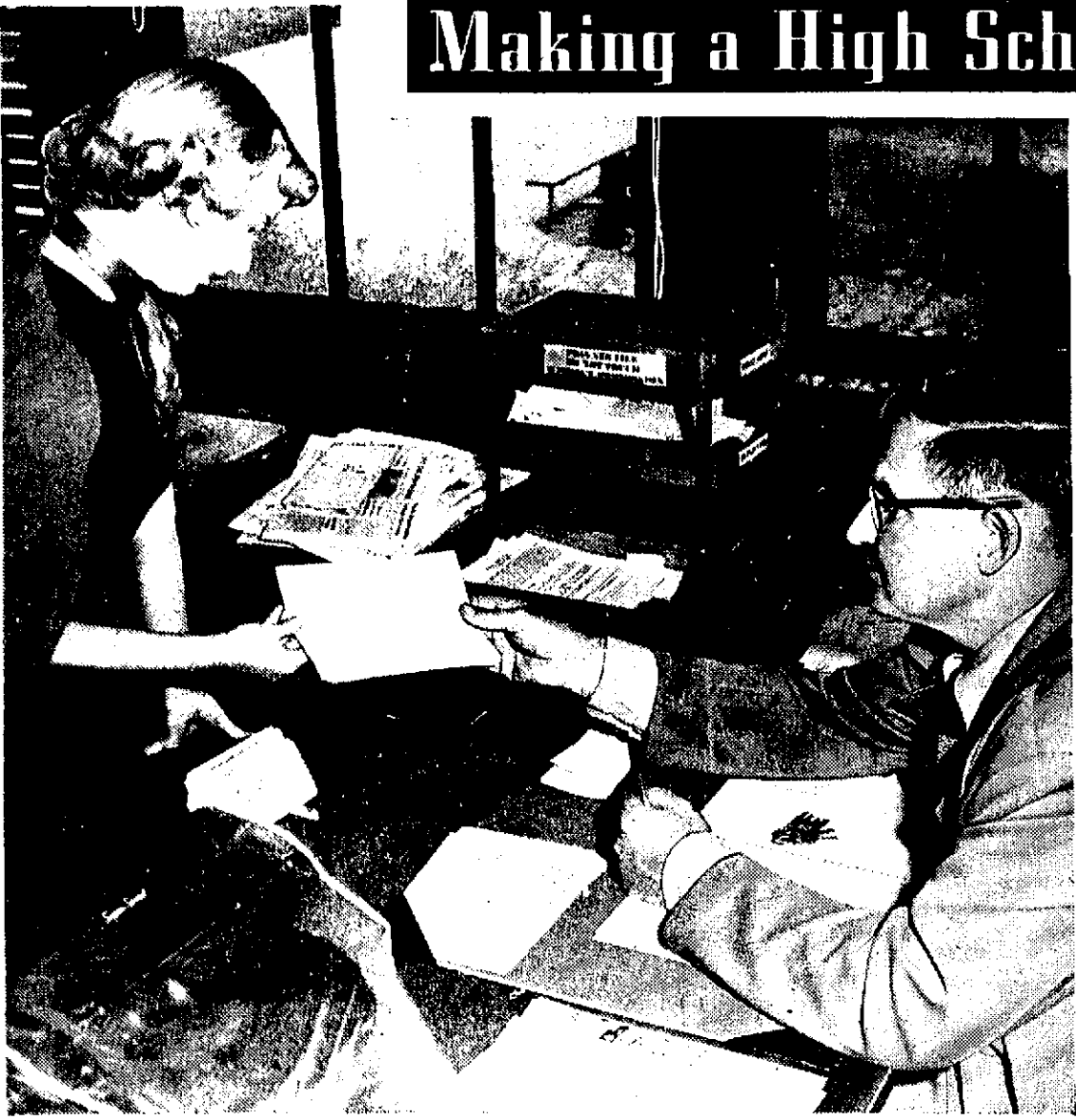
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Making a High School Newspaper



A reporter, Ruth Ann Musselman, turns in story to John Gartner, journalism instructor, who grades it or asks that it be revised.

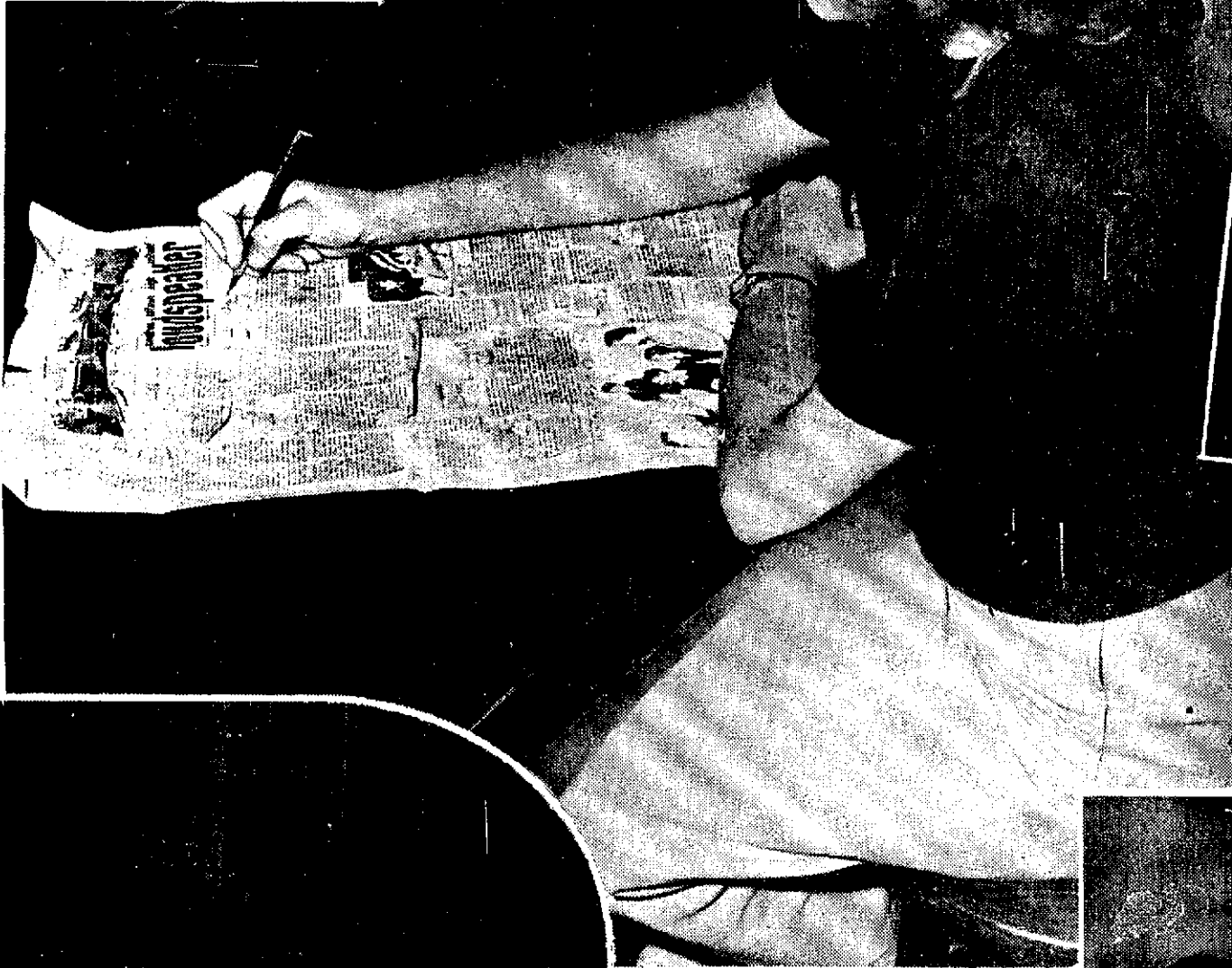
Newspaper production in local high schools is much the same process as for any small newspaper. The picture series on this page illustrates the steps in producing Woodrow Wilson's Loudspeaker. Photos are the ideas of a Wilson student, John Stephens, who snapped the pictures, processed and printed them. Newspaper production classes are offered also at Poly and Jordan High Schools, City College.



Any good paper wants pictures. Ronald Bishop, top left, takes a shot for the next issue. Bill Gray, above, cartoonist, works on his comic strip, "Lil' Nub."



Hugh Caillie, student adviser, sets story on linotype in school shop.

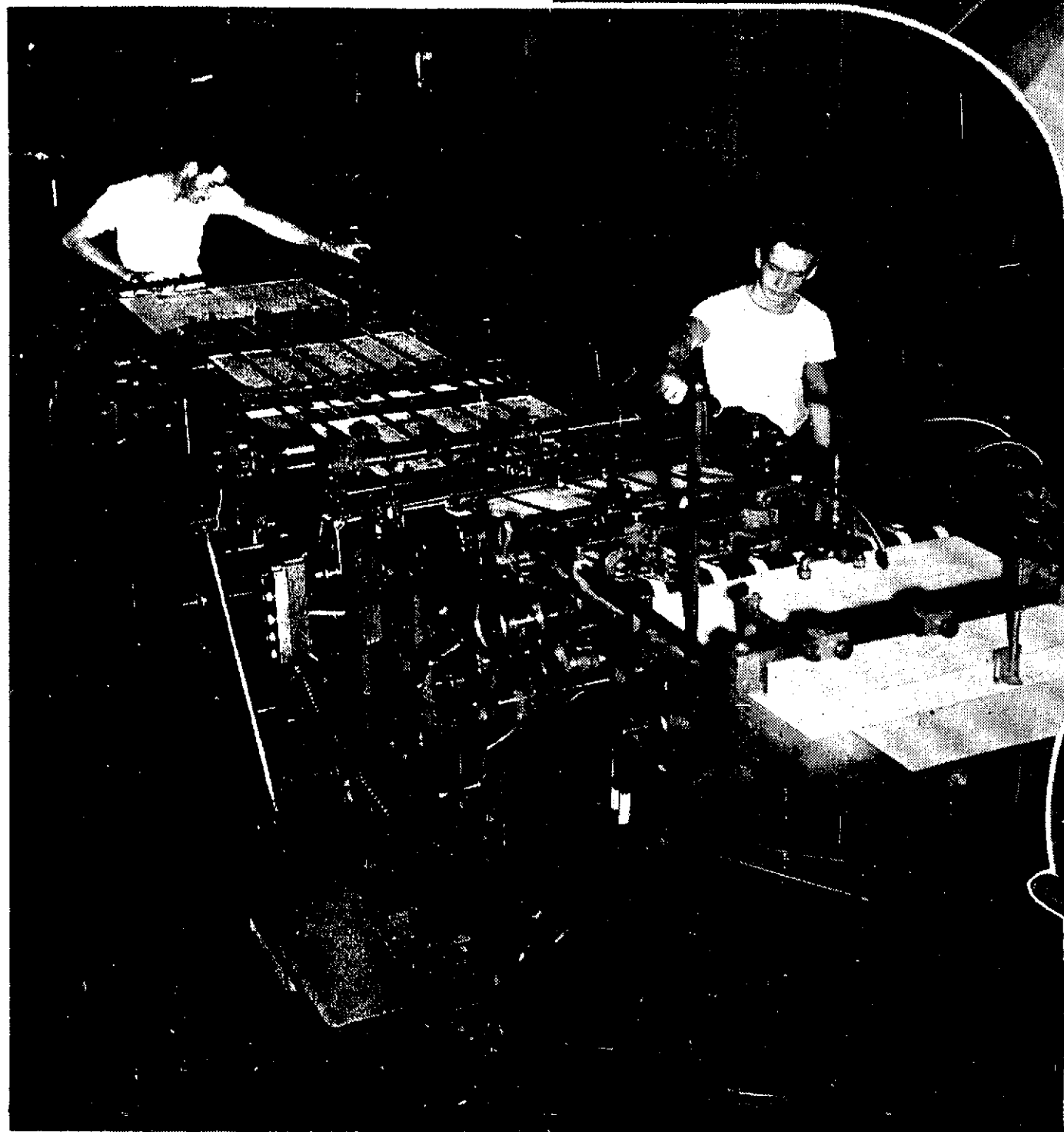


After galley proofs are read, Editor Joanne Loomis lays out front page, writing headlines.



Following the editorial layouts, Caillie, at left above, and Doug Skare make up pages for press.

A student presents card (below) to get her copy of Loudspeaker. Wilson has about 1900 students.



When type reaches the flat-bed, students in classes of Max Morrison print the paper



Students like their paper, as photo (left) shows. Loudspeaker wins award almost every year.



Life-Study of Fitzgerald

By George Weeks

THE FAR SIDE OF PARADISE, by Arthur Mizener, 342 pp., Bantam; Houghton Mifflin Co. \$4.

POPULARLY classified as the historian and symbol of the jazz age, F. Scott Fitzgerald was much more than that. This factual portrait of the young man from Princeton who died as an old man in Hollywood (age 43) follows by only a few weeks the fictional version done by his one-time collaborator, Budd Schulberg. Both underscore the tragedy of the man whose sensitivity to the human scene is the key both to his distinction and to his ruin.

A generation earlier, the eminent California Socialist Jack London earned \$75,000 a year and spent \$100,000. Fitzgerald's life was even more profligate,

for he lacked London's discipline of writing a thousand words daily, good or bad. Parties, liquor, debts hounded him all his adult life. Yet he never ceased entirely a struggle against these by-products of his times and of his own character. And the struggle even more than the era is reflected in two novels that are gradually being accepted as 20th century classics. The Great Gatsby (1925) and Tender Is the Night (1934).

Mizener closes his account with the definitive judgment: "Now, a decade after Fitzgerald's death, more of his work is in print than at any time during his life, and his reputation as a serious novelist is secure." It seems an extravagant appraisal of an author who wrote only five novels, of which the first two are immature and the

last unfinished. The biographer appears to have succumbed to a hazard of his craft, that of hypnosis by his subject.

Yet Fitzgerald had an all but magical charm of words which gives poignancy to everything he wrote. Without attempting to define this quality, or even stressing it explicitly, Mizener conveys it by apt quotations and subtle analysis. His admiration is fortified by scholarship. The result is a discerning life-study that rescues Fitzgerald at last from the flappers whose adulation obscured his real genius.

Books, Writers Angoff Tale Has Fire

By Joseph Joel Keith

CHARLES ANGOFF, who went to The American Mercury as assistant to H. L. Mencken, and in 1931 became managing editor of that magazine, is the author of the most touching and the most ably written of the new serious novels, "Journey to the Dawn." A story of the Polonsky family, who left Russia, with its pogroms and its serfdom, to seek the new freedom in Boston, the poetic and dramatic sequences are woven into one magnificent whole.

IN MR. ANGOFF'S capable hands, the aged, wise and humorous Bobbe Yente, the bright little David who reveres Abraham Lincoln and many things American, the countless poor, the few rich, and even the national figures like Taft and Theodore Roosevelt, come to life quickly in this full tale, and they live fully until the last page is turned. It is, when one thinks of the many flashy and tawdry stories in the shops, that rare thing in modern literature: A deep and real work, with a soul.

BOBBE YENTE—Often the reader thinks of Ethel Barrymore portraying this truly profound lady on the screen—and all her brood speak so often of their gratitude for this "golden land" that is their new country.

BEECHHURST PRESS, in publishing Mr. Angoff's work, has invited the lovers of a serious literature to peer beyond the facade that is intolerance, and to dig deeply beneath the surface—that thin covering that so often conceals ignorance or the will to understand. "Journey to the Dawn" is not without its shadows, but through the darkness there is more than a light burning in a window: There is a hearth burning and burning in the human heart—at least, in the human heart with which Mr. Angoff has peopled his fine story.

NEILL AND FRED BECK gave a group of us a sample of a tasty dish to come from Henry Holt & Co. It is "The Farmer's Market Cook Book," and besides being filled with a lot of dishes grandmother couldn't even cook, it is filled with the kind of humor that the dear old girl wouldn't even let granddaddy try to understand. Regrettably, it doesn't contain a recipe found in another recent cook book: What to do with leftover pheasant! We who belong to the Amateur Culinary Cutups always wondered, while making our Chinese dishes, what to do with leftover hummingbirds' nests. It's a problem, I tell you.

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Pine at Fourth



Russell Cowles' "Anemones and Fruit" is one of the interesting pictures displayed in Pacific Coast Galleria, under auspices of the Long Beach Art Association.

Fiction Shelf

POINT OF HONOR, by M. R. Kadish. 311 pp. New York: Random House. \$3.

THE naturalistic school of war writing best exemplified by Norman Mailer gains a worthy practitioner in M. R. Kadish, who chronicles the ordeals of an American artillery battalion locked in stalemate with the enemy before Cassino. From Col. Colouris to fat and frightened Pvt. Grossberg, the officers and men of B Battery attend their howitzers with the same compound of snafu, soreheadedness and heroism (as distinguished from heroics) already made familiar by the dogfights of the infantry.

Now a professor of philosophy—of all things—Kadish gained his mastery of the milieu in years of combat in the E. T. O. His mastery of the organization and operation of big-gun units was to be expected. More indicative of his promise as a writer of fiction is the fact that his characters, though uniformly blackened by high explosives and Italian mud, live and die as individuals.

This is a first novel, and a good one. The author's performance, when no longer abetted by the natural stagecraft of war, will bear watching as the test of his real stature.—G. W.

THE PENCIL OF GOD, by Pierre Marcellin and Philippe Thoby-Marcellin. 204 pp., Boston: Houghton Mifflin Co. \$2.50.

THE PENCIL OF GOD writes hard and fast when it writes, and the Haitians say it has no eraser. Diogene Cyprien's weakness is a love of the ladies, not wisely, but too well. Caught in a web of his own making, his current love's female relatives place a voodoo curse on him. The curse is one of gossip and suspicion, most effective whether it be San Francisco or Haiti. The Marcellin brothers have done an interesting novel depicting a society half civilized, half primitive, and of the strange pull between the church and voodoo.—R. G.

Laguna Beach Artist Exhibits 30 Pictures

A "ONE MAN" show of 30 pictures by Leonard Kapla, Laguna Beach artist, will be placed in Pacific Coast Club Galleria Feb. 1, it is announced by Mrs. Sumi Swanson, exhibitions chairman of the Long Beach Art Association. It will include water colors, drawings and a few oils.

The present Pacific Coast Club show is 27 paintings by six Los Angeles artists, which have been hanging in the Stendahl Galleries in the Ambassador Hotel, Los Angeles. These are mostly landscapes and portraits with a few still life studies. Exhibiting artists include Loren Barton, who formerly taught Art Association classes here and has exhibited here frequently.

Fifteen oils and four water colors, selected from the recent membership show of the Los Angeles Art Association are shown in Hotel Lafayette Gallery. Oils by A. E. R. Van de Velde, Belgian artist who now lives at Carlsbad, are shown in Recreation Park Clubhouse lounge, hung by Mrs. Josephine E. Hyde, art chairman of the Woman's City Club.

Spectrum Club, organization of men artists who paint for profit and "for fun," has a perennial exhibit at 225 E. Third St.

'Inner Hygiene' Society's Need

PRESCRIPTION FOR LIVING, by R. L. Babington, 144 pp., Bantam; Bantam Publishing Committee. No price.

THE world seems to have achieved mass production is just about everything but virtue, and the author of this volume attempts to point out that society needs repeated instructions in "inner hygiene" in order to survive. True religion begins in the ego, and the continuing demonstration of it should cover and include all faiths, until what man does for himself will be that which he does for society in a world that has now shrunk to a neighborhood in which production of spite fences tops most other industries.—G. L.

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Arts Ball Is Slated on Feb. 3

By Vera Williams

ALL ART roads now lead to the annual Beaux Arts Ball, "fantasy of portraits," the night of Feb. 3 in Pacific Coast Club. The ball, traditionally the high social point of the year for the Long Beach Art Association, also is its practical way of raising money for the art scholarships it presents each spring to Long Beach high school graduates with outstanding art talent.

Costumes are optional, but there will be many which will be both striking and beautiful. Many art leaders will dress as the figures of famous portraits. Among the portraits to be represented are a self portrait by Rembrandt; Whistler's "Mother"; Sir Joshua Reynolds' "Duchess of Devonshire" and his "Tragic Muse."

Mrs. Margie Cate is president of the Art Association, with Joseph M. Kennick chairman of the ball. "Old-timer" of the Fiber McGee and Molly show will entertain. Bill Snow and his orchestra will play for dancing which will begin at 9 p. m. A midnight "snack" will be served.

Original paintings by outstanding artists will be given as prizes for the best costumes. Picture-contributing artists include Rex Brandt of Corona del Mar, former art teacher for the Art Association; Lucille Greene, Paul Conner, Keith Hunter, Athena Hall, John Carr, Nell Jacobs, Margie Cate, Elaine Malco, Grace Dimmitt, Laura Artz and Gladys Anderson, Art Association members.

PASADENA ART INSTITUTE, 46 N. Los Robles Ave., Pasadena, is welcoming its new director, John P. Leeper, who resigned as assistant director of the Corcoran Gallery in Washington, D. C., to accept the Pasadena post. Arriving simultaneously with Mr. and Mrs. Leeper were the first shipments of an important new exhibition Leeper gathered in the east. "The World of Toulouse-Lautrec" will be his first show in Pasadena, the date to be announced soon.

'What Am I' Analyzed

THE GLORIOUS PRESENCE, by E. P. Dutton & Co., Inc. New York. E. P. Dutton & Co., Inc. \$3.75.

"WHAT AM I, what is the world, and what is living?" are the three great questions which arise frequently in our minds. In this study of the Vedanta Philosophy and its relation to modern thought, Professor Wood has undertaken the difficult task of making it simple enough so even the armchair philosopher can grasp its meaning. It is divided into sections of the meaning of life, the maturing mind, the meditations on the South-Facing Form and comparisons of Plato, Aristotle, the Hindu schools, Schopenhauer, Emerson and other Americans. Whether a layman or an ascetic, this comprehensive endeavor by the author into the study of Vedanta (considered in India to be the loftiest achievement in thinking about God, the universe and man) will set the mental processes to working while at the same time answering those three most important questions.—M. L. Z.

Long Beach Best Sellers

- FICTION:
1. RIVERS PARTING, by Barker.
 2. FOXFIRE, by Seton.
 3. RIVER OF THE SUN, by Ullman.
 4. THE DISSENT, by Schulberg.
- NONFICTION:
1. LOOK YOUNGER, LIVE LONGER, by Mac.
 2. OUT OF THIS WORLD, by Thomas.
 3. THE DECLINE AND FALL OF PRACTICALLY EVERYBODY, by Curry.
 4. PRACHITI, by Heyward.
 5. LITTLE BRITCHES, by Moody.
- JUVENILE:
1. BETTER HOMES AND GARDENS, by Mac.
 2. IF I RAN THE ZOO, by Russ.
 3. THE LITTLE ENGINE THAT COULD.
 4. F-ONE BABY STORIES.
 5. GOLDEN FUNNY BOOK.

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Cropping, shown here, eliminated compositional ills, turned this snapshot into a prize-winning close-up.

Camera ANGLE

By The Shutterbug

I SHOULD be used to it by now, but I never cease to be amazed when I see what cropping can often do for the most ordinary of snapshots.

Cropping simply means that you eliminate the part of a picture you don't want and enhance the good part by having it enlarged. Obviously you can't improve photographic quality such as under- or over-exposure by this means, but you can certainly do wonders for compositional ills. Furthermore, you can turn snapshots into quite acceptable close-ups.

In either case, look your print over carefully. Then take some stiff paper or cardboard and cut a pair of L-shaped pieces such as are shown in the picture above. Place these croppers on your print to frame a section of the picture; and by moving them about, you can pick out the square or rectangular area that gives you the best picture. Outline the area right on the print with the pen or pencil. If you don't want to mar the print, you can do your marking with a wax pencil, which can be rubbed off, or place a mask of transparent paper over the print and make your lines on it.

Then all you have to do is to take the cropped print, together with the negative, to your photo-finisher. It will be wise for you to talk with him about how much you should have the

cropped area enlarged—the extent to which it can be blown up successfully will be limited by the size and quality of your negative.

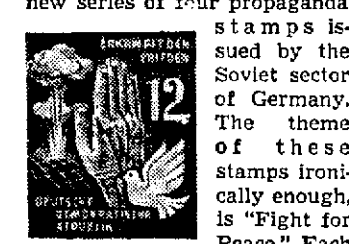
Altogether, cropping is indeed a wonderful remedy for the compositional ills which sometimes afflict our pictures.

WITH THE CAMERA CLUBS

... With no regular camera club meetings scheduled for this last week of the month, a visit to one of the adult education evening photography classes may be of interest. Scheduled classes include—Monday, 8 p. m., at Jordan High School with Joaquin Miller as instructor; Tuesday and Thursday at Polytechnic High School under Frank Lindgren. These classes are offered free of charge to the residents of Long Beach and enable the beginning and advanced amateur to further pursue his hobby. . . . Mrs. Vella Finne, newly elected member to the board of directors of the Southern California Council of Camera Clubs, has been assigned the major task of compiling a judges and speakers list for the use of member clubs. With an official list of accredited judges, members of the camera clubs will benefit by more competent judges and interesting speakers. Mrs. Finne is a member of the Long Beach Camera Guild.

Atom Bomb Appears on Russ Sector Stamps

THE ATOM BOMB has made its appearance on a new postage stamp! The mushroom-like explosion of the A-bomb can be seen on one of a new series of four propaganda stamps issued by the Soviet sector of Germany.



The theme of these stamps ironically enough, is "Fight for Peace." Each stamp shows a large hand holding back some destructive force. Behind the hand is a dove of peace. The 8-pennig brown shows the hand preventing an incendiary explosion, the 9-pf navy blue illustrates the hand stopping a tank. The 12-pf blue depicts the atom bomb and the 24-pf orange shows a hand halting rows of crosses in a graveyard.

government. Pictured on the stamps is Prince Chun Chenkung, a pirate marauder who fought on the Ming side against the Manchus in the 17th century. He attacked the coast of China with a fleet estimated to be over 3000 boats. The 20 cents, 50 cents, 80 cents and \$1.50 are for regular postage. The 60 cents is for airmail. One of the most remarkable aspects of these stamps is the extremely low denominations. In the past it has not been uncommon to see Chinese stamps with values of \$50,000 or \$100,000 (Chinese money, of course).

Dramatize Novel

Robert Tallant's novel about New Orleans, "Mrs. Candy and Saturday Night," has been dramatized by Joseph Field and Irving Elman and will be produced on Broadway by Lee Shubert in the early spring.

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Claude M. Kreider (right) and Ray Chapin, both of Long Beach, pause on one of their fishing trips to prepare breakfast. Kreider is author of "The Bamboo Rod," a new book on rod making published by Macmillan. See review.

L. B. Angler Tells How to Make Bamboo Rods

By Fred Taylor Kraft
Press-Telegram Book Editor

THE BAMBOO ROD AND HOW TO BUILD IT, by Claude M. Kreider. 140 pp. New York: The Macmillan Co. \$2.50.

LONG BEACH'S Claude M. Kreider is an inveterate fisherman. Fellow anglers, on their annual outings, have reported sighting him deep in the wilds of Canada, or Idaho, or Mexico, or on the swells of the Pacific, casting as only an expert can for the big fellows that try patience and skill.

Everyone who knows Kreider knows that he not only loves fishing but that he also likes to write about it. His fishing and camping stories may be found in the leading slick outdoor magazines of national circulation.

A couple of years ago his first book, "Steelhead," was published. But not everyone who reads his sound and authentic tales knows that Kreider is also a master at the fascinating and exacting art of making bamboo fishing rods. When he's not fishing, or writing about his fishing experiences, he's in his well-equipped workshop fashioning with meticulous skill a new rod for his next trip out.

He likes rod making so well that he has written this book about how it's done, believing that others will find delight in the hobby. And many of those who read "The Bamboo Rod" will do just that and, by following his easy-to-understand instructions on each individual step in the process, will have little difficulty turn-out rods that will be the envy of fellow-anglers. No detail, however small, is omitted and each individual step is accompanied by drawings by Larry Tong and his son, Peter Kreider. The jacket photo is by Ray Chapin, who often accompanies the author on his outdoor trips.

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Long Buffums'

Mother Earth, Another Planet Collide in New Movie

Horrors Abound in Film

HOLLYWOOD, Jan. 27. (AP) You'd think that Korea, the Reds, and atoms were enough to worry about. But no. Hollywood is preparing to smash dear old Mother Earth in a horrifying collision with another planet.

Shortly before this happens, in a movie called "When Worlds Collide," earthquakes will rend the earth's crust. Volcanoes will sprout in peaceful forests, setting them afire. One of many tidal waves will leave the Empire State spire showing above inundated New York. These terrors will be from the magnetic influence of an approaching planet—fictional, thank heaven.

"When Worlds Collide," with its expensive marvels with miniatures and trick photography, is costing around \$1,500,000.

A scientist (Larry Keating) learns that in nine months the planet Bellus will hit the earth. He builds an atom-powered rocket 400 feet long and 100 feet thick. In this he plans to transport 40 selected young humans, equally divided as to sex, to Bellus' satellite, Zyra. This they'll colonize and, in time, populate.

A modern Noah, he's also taking young animals in pairs—horses, sheep, calves, pigs, pigeons, chickens. Also young trees and seeds—corn, carrots, beans, even fish eggs. The humans are healthy young volunteers from colleges, farms, and factories. The rest of the world scoffs until the volcanic havoc starts. Noah, as I recall, had similar trouble. A love triangle between three celestial colonists, Richard Derr, Barbara Rush, and Peter Hanson, enlivens things.

The movie ends with the rocket landing safely on Zyra. "Leaves us wide open for a sequel," Pat grinned.

200 Movies

Charles Lamont, who directed Shirley Temple's first film, has been directing for 25 years and has more than 200 movies to his credit.

Theater Usherette Picks Stars She Likes Best

HOLLYWOOD, Jan. 27. Most people go to the movies because they want to do so. They pay for the privilege. Conversely, today's subject is a girl who has to look at movies five times a day, six days a week, in the line of duty. It's part of her job.

The young lady is Pat Joiner, attractive 19-year-old usherette at a Los Angeles theater. Pat has been showing customers to their seats for the past two years.

Despite the fact usherettes must view most of the films manufactured by the local movie plants, good and bad, Pat claims the majority of them still believe that movies are better than ever and have their personal favorites even as you and the next person. However, since the flashlight brigade sees the glamour queens and handsome profiles at their best and worst, she admits that usherettes are probably the severest critics in the world.

"After all, the average theatergoer sees only the pictures he wants to, but we've got to stand through everything, including the worst," she explained.

Pat's personal masculine favorite is crooner Dean Martin, sinner half of the zany comedy team of Martin and Lewis, and a comparative newcomer to pictures.

"He's got more sex appeal than any man I've ever seen," signed Pat. "You forget all your



Music Notes

Pianist Kapell Will Play Here With Philharmonic

By Mary Lou Zehms

WILLIAM KAPELL is the electrifying young pianist whose fame has swept four continents with the agility of his fingers. Three years ago he played the colorful Tchaikovsky "Concerto in B Flat Minor" as guest artist with the Los Angeles Philharmonic Orchestra. He is returning Monday evening, Feb. 5, to play the Rachmaninoff "Concerto for Piano and Orchestra No. 2 in C Minor, Op. 15" with the same music organization and with Alfred Wallenstein again on the podium.

Kapell's career began officially in 1942 when he made his first New York appearance with orchestra at the Stadium Concerts with the Philadelphia Orchestra under Efrem Kurtz, playing a new and exciting Soviet-Armenian Concerto of Aram Khachaturian.

By now Kapell has completed seven successful nationwide concert tours; has appeared re-

peatedly as soloist with over 20 nationally famous orchestras; was the first solo artist ever to hold a three-year contract with the Philadelphia Orchestra; has toured Australia, Europe and South America with a great amount of success.

Rachmaninoff composed his second piano concerto, which Kapell will play Feb. 5, in 1900 and its first performance took place Oct. 14, 1901 with the Moscow Philharmonic, the composer playing the piano part. Few of Rachmaninoff's works are so richly filled with intoxicating melodic ideas. In many respects this is the best loved of all his larger works and one of the most inspired. He wrote it following a period of despair (brought on by the failure of his first symphony and first piano concerto) when gloom poisoned his spirit and made creative work impossible. After treatments from a psychologist, he began composing again with new vitality and freshness. The second concerto is the result.

The Los Angeles Philharmonic Orchestra will open the concert with Mendelssohn's "Symphony No. 3 in A Minor," written during the composer's tour of Scotland in 1829.

William Hartshorn will narrate Benjamin Britten's "The Young Person's Guide to the Orchestra, Op. 34." Britten is one of the most gifted among younger British composers. He writes in an expansive style which strives for epic rather than for lyric expression. He has written chamber music and choral music but he is happiest in his music for orchestra and it is this that has won him an international reputation.

This concert appears to be one of the tastiest musical fares offered for local music lovers. It is the third concert in a series of four by the Los Angeles Philharmonic Orchestra and is sponsored by the Long Beach Women's Committee of the Southern California Symphony Association.

Theater TV Answer to Home Video Threat

By Gene Handsaker

HOLLYWOOD, Jan. 27. (AP) Big-screen theater television is the answer to home-television's threat to boxoffices, a theater owner told me in his busy lobby the other night. He had just previewed, for the press and his regular audience, the first theater television west of Chicago.

The quality was surprisingly good—about as good as movie photography of, say, 10 or 15 years ago. Especially in close-ups; some long shots were blurry. You had the feeling that this was a movie; you forgot it was a live show coming from about 10 miles away.

The program was Tex Bencke and his orchestra at the Palladium Ballroom in Hollywood. Five antennas on the Orpheum theater roof in downtown Los Angeles fed it into the projection booth. Amplifying equipment about the size of an average bookcase relayed it to a projector at the front of the balcony.

The projector is called the barrel and is about the size of a washing machine. A seven-inch \$700 picture tube shines the image into a 30-inch reflector,



Beautiful Betty George, who created a sensation at Manhattan's lush oasis, the Copacabana Club, as a vocalist of outstanding charm and ability, and who has won acclaim from critics for her work in top Broadway musicals, sings this week in Long Beach. The 22-year-old beauty will appear in the Cole Porter musical hit, "Kiss Me, Kate," which comes to the Auditorium on Friday and Saturday, singing two of the outstanding songs, "Always True to You in My Fashion" and "Why Can't You Behave." Others in the star-studded cast are Frances McCann, Robert Wright, Benny Baker and Marc Platt.

Record Album

By David C. Whitney

DECCA RECORDS has started a new 33½ long-playing album series called "Cherished Moments of the Theater" in which they plan to reproduce some of the better known plays that once made Broadway audiences stand up and cheer.

First in the series stars Florence Reed in "Shanghai Gesture." The play with musical background and sound effects was adapted and directed by Fritz Blocki. Miss Reed's acting in the 25-year old play is superb as the Chinese princess

who, degraded by a young Britisher, waits all her life to revenge herself upon him.

The second play in the album, also directed and adapted by Blocki, features the late Jane Cowl in "Smilin' Through." Miss Cowl plays the two principal parts in the play which deals with the supernatural and has as its theme that death can be beautiful. The actress is believed to have collaborated on the writing of the play which opened in New York in 1919 for a long run.

New singles: Elise Rhodes, a new young singer with a versatile voice, has recorded two tunes with Dick Freitas' Orchestra. "Just Infatuation," a clever ballad, and "Blue Mood," a very blue blues (PAB). . . . And a young male singer who shows promise, Champ Butler, has his first two sides with Columbia, "Dear! Dear! Dear!" and "Dry Land."

MOST popular records at the public library this week: Gounod, "Faust"; Mendelssohn, "Elijah"; Ravel, "Bolero"; Liszt, "Les Preludes"; and "No Man Is An Island," readings by Orson Welles.

New lp's at the library: Bach, "Sonata No. 1 in G Major for Cello and Piano" (a Prades Festival recording with Pablo Casals, cello); Carissimi, "Jephtha" with Marcello. "Beato L'Uom (psalm 1), soloists with Angelicum chorus and orchestra, Corelli, "Concerto Grosso in D Major" with Geminiani, "Concerto Grosso" (Radio Italiana orchestra); "Harpisichord Music of the Spanish School (18th and 19th century); "Music for the Flute" (from Marcello, Hindemith, etc. Kincaid, flutist).

Beautiful but Not Dumb: That's Helena Carter

By Patricia Clary

HOLLYWOOD, Jan. 27. (AP) Helena Carter, beautiful but not dumb, declares that she's bored with men-about-town who treat her as if she had the mentality of a kindergarten pupil.

Miss Carter reads the front page before she turns to the movie gossip columns. She knows several words of three syllables or more and sometimes she even reads a book.

"I'm tired of being talked down to," she said. "Most men you date in Hollywood—and that means not only actors but also writers and directors—operate as if you were a beautiful doll with nothing in your head but thoughts about your self and the movies."

"If a girl tries to discuss politics, world affairs or books, they look startled, then wary, and then take off for girls with minds of a less complicated nature."

It's easy to see why men fit Miss Carter into the beautiful-but-dumb class. She has flaming natural red hair, a face that launched a thousand magazine covers and a figure that gets whistles every time she walks

on the set of Warners' "Fort Worth."

But this beauty is deceiving. Miss Carter might just as well be teaching courses in English literature. After graduating from Hunter College, she was studying for a master's degree at Columbia when she began modeling for Harry Conover.

She made so much money as a model she couldn't afford to stay in school. And from magazine covers it was a quick step to the cameras of Hollywood.

"But I haven't lost my love of education," she said. "I think there are things in life more interesting than who went to the Mocambo with whom."

Miss Carter doesn't want to give the impression that her idea of a class "A" date is a discussion of Elizabethan novels.

"I just want dates who can talk intelligently. But I love a good rhumba too," she said.

Linda Likes Indian Fabrics

HOLLYWOOD, Jan. 27. Early in the season, Linda Darnell highlighted her evening wardrobe with a gown made from a fabulous—and real—Indian sari.

Now, having discovered the allure that's found in fabrics and designs from the Far East, Linda, who's starring currently in the 20th Century-Fox film, "The 13th Letter," has two resort dresses made from cottons embroidered in gold designs after ancient Indian patterns. These dresses, good for Palm Springs visits now, will be worn right through next summer.

One is of deep orange, embroidered in gold crescents with a border of huge gold dots; the other is deep violet patterned in gold and bright blue—the design a stylized star.

Both dresses are designed for sun-wear, the orange made with a halter neck and deep sun-back, with a long scarf that may be worn over the shoulders or about the head. The border of gold dots outlines the edge of the skirt and the scarf. A midriff style is chosen for the purple dress, featuring a fairly full skirt and a closely fitted midriff blouse.

Living Theater

Porter's Music Popular

By Jack Gaver

CHAPPELL & CO. reports that Cole Porter (whose "Kiss Me, Kate" comes to Long Beach Feb. 2 and 3) has broken his sheet music and recording marks with the score of his new Broadway show, "Out of This World."

"Anything Goes," some 17 years ago, had set the previous highs for Porter sales.

So far there have been 40 recordings of one of the songs, "Nobody's Chasing Me," which is a trite comedy number and not in the same class with some of the others in the show. "Use Your Imagination," which is good, also is getting a big play, and some of the other better numbers probably will pick up in months to come.

THE FACT that poetry in the theater other than Shakespeare's can pay off has been established by the Broadway production of Christopher Fry's "The Lady's Not for Burning."

The production cost of \$45,000 has been recouped in nine weeks and anything above running expenses after that is velvet.

RUSSEL NYPE, who created a sensation as a new sort of romantic lead in "Call Me Madam"—crew haircut and horn-rimmed glasses—has been rewarded by the management with featured billing. He also has signed a new contract that will keep him with the show until June 1, 1952.

AN USHERING job at the Alvin Theater seems to be a good stepping stone to acting. Louis Seymour, chief of staff at the house, takes an interest in promoting the careers of his young men, some of whom are budding thespians working the aisles to make a living while awaiting a break.

William Smithers has doffed his Alvin uniform to play the role of Tybalt in the forthcoming production of "Romeo and Juliet," starring Olivia de Havilland. Previously Steve Holland graduated to the London company of "Mister Roberts"—the Broadway production was housed at the Alvin—and now he has come back to play an even more important part in the play during its tour.

Some of the other Alvin ushers who have left for plays in the past are Hal Alexander, Alan Shayne, Vito Christy and Brennan Moore.

WHEN "Peter Pan" leaves Broadway Jan. 27, its first stop on tour will be Boston, where it will open at the Opera House Feb. 5. Jean Arthur and Boris Karloff will continue with it as the stars.

Bookings have not been completed, but the play is certain to visit Philadelphia, Cleveland, Detroit and Chicago as it works its way toward the west coast, where several engagements will close the tour.

THERE is a boom in the demand for child actors these days.

The revival of "The Green Pastures" calls for a score or so Harlem children in stairstep size to play the cherubs in this Biblical play.

"Anna and the King of Siam," the new Richard Rodgers-Oscar Hammerstein musical, requires 14 children to play the offspring of the king. This is just a token representation, as the king had 65 progeny.

Hard to Sew, Fit

HOLLYWOOD. (AP) Fashion Designer Walter Plunkett says Greer Garson's latest movie gown took 15 men three weeks to complete.

The reason: It's entirely covered with bugle beads, cut beads and sequins.

A strapless affair with extra-wide skirt and full train, it was first cut and fitted. It then had to be ripped apart at the seams, the individual panels stretched on frames and beaded, and the pieces sewn together again before Miss Garson could wear it.

'Different' Food

By Mildred K. Flannery

FOODS with strange-sounding names and spicy flavors come from many lands—and some, like chop suey, have foreign names but are of domestic origin.

Sweet and sour pork, egg foo young, fried rice and pork chop suey are examples of tasty foods with Oriental names and you don't have to go to the Orient to eat them, thanks to a comparatively new product on the frozen food market.

Mexico's frijoles con queso (beans and cheese) are sure favorites when served with tossed green salad.

Frijoles con Queso

1 lb. dried red kidney beans
2 slices bacon, diced
1/2 medium onion, sliced
1/2 green pepper, diced
1/2 lb. sharp cheddar cheese
2 ripe tomatoes, diced
1 tablespoon chili powder
1/2 cup white wine or tomato juice, salt and pepper to taste

Soak beans overnight and boil until tender. Drain. Fry bacon. Remove from pan and set aside. Fry onion and green pepper until clear. Add cheese and stir until cheese is melted. Add bacon bits, beans, tomatoes, chili powder, wine, salt and pepper. Cook slowly (about 5 minutes) until ingredients are blended and cheese is smooth and creamy, stirring constantly. Serves 5-6.

Eggs Cantonese

1/2 cup butter or margarine
1/2 cup enriched flour
1 teaspoon salt
1 1/2 cups milk
4 hard cooked eggs, sliced

Melt butter or margarine in top of double boiler. Stir in flour and salt. Gradually add milk, stirring until thickened. Fold in egg slices. Heat thoroughly. Serve hot on French-fried noodles.

French-fried Noodles

4 ounces fine noodles
Fat for deep frying
Place small amount of uncooked noodles in flat-bottomed wire basket or strainer. Fry in deep hot fat (375° F.) until golden brown (about 1 minute). Drain. Sprinkle with salt. Serve with creamed eggs. Makes 4 servings.

Chinchilla

(Continued From Page 2.)

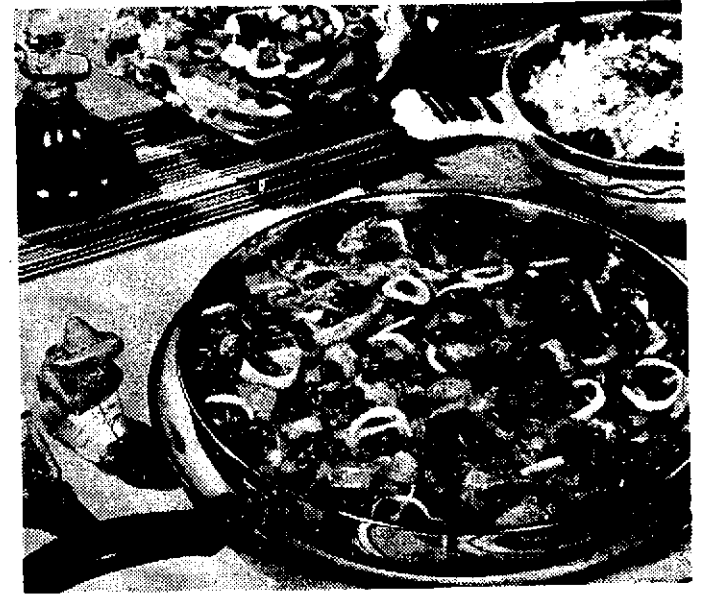
domestic chinchillas in the world today.

The mining engineer took his chinchillas to a temporary location on 84th St. in Los Angeles and then three years later moved them and their progeny to waiting acreage at Ingewood where the world's original chinchilla farm was established. The Chapman Chinchilla Farms, operated now by Reginald E. Chapman, son of the founder, still are considered the largest, or at least among the largest, in the world.

THE SOFT-FURRED, soft-eyed, bushy-tailed animals live together in pairs in monogamous bliss. They settle down to wedded life between the ages of 8 and 12 months. Normally, a lady chinchilla is "expecting" by the time she is a year old. Occasionally she will have her first litter by then—from one to four 1 1/4-ounce balls of fur, born with their eyes open, fully furred and ready to play. Even their 20 teeth—two pairs of incisors and eight pairs of molars—are all in place. This advanced development is due to the long 111-day gestation period.

The mother nurses her babies from three pairs of nipples which are placed in an extraordinary manner. One pair is on the under side, near the hind legs. The other two pairs are well up on the sides, near the forelegs, not at all on the under side. Thus the babies can nurse when the mother is in any position. The babies are weaned at from 45 to 60 days. They reach their maturity between 12 and 18 months and weigh from 18 to 35 ounces, with a body length of about 12 inches and a curled, six-inch bushy tail. A pet measures about 7 to 12 inches.

Between 100 and 125 skins go into a full-length coat, which sells on the market for upwards of \$30,000. Between 60 and 75 skins go into a short coat which sells for \$15,000 and up.



You don't have to live south of the border to delight in beans cooked with cheese, a standby with Mexicans.

Fritada de Pollo (Chicken Fricassee)

1 3-lb. chicken
1/2 cup flour
1/2 cup fat
1 onion, sliced
1 green pepper, chopped
2 cloves garlic
4 tablespoons catsup
1 cup water
8 ripe olives, chopped
1 teaspoon chili powder
1 cup sherry or claret
1 teaspoon salt
4 tablespoons raisins

Cut up chicken, dip in flour, brown in hot fat. Remove to large skillet. Fry onion, green pepper and garlic until brown in hot fat; add catsup, water, chili powder; boil 5 minutes. Pour over chicken, with sherry and salt, adding water as needed; cover, allow to simmer until chicken is tender; about 1 1/2 hours. Fifteen minutes before serving, add raisins, ripe olives. If desired, 2 cups of cooked rice may be reheated in the gravy, served around chicken on platter.

Tuna a la King in Spaghetti Ring

2 cups medium white sauce
1 green pepper, minced
3 tablespoons butter or margarine
1 pimiento, cut in thin strips
2 cups canned tuna fish, flaked
Salt and pepper
2 egg yolks, slightly beaten

Prepare white sauce. Sauté green pepper in butter until tender but not browned. Add with pimiento and tuna fish to hot white sauce. Season to taste and simmer 5 minutes. Stir in egg yolks and cook one minute, stirring constantly. Pour mixture into center of spaghetti mold. Serves 8 to 10. **Spaghetti Mold:** Cook 8 ounces whole spaghetti. Add 2 eggs (slightly beaten) to 2 cups medium white sauce and mix lightly with spaghetti. With large spoons, pick up spaghetti, arrange in well-greased ring mold and fill with remaining mixture, stirring enough to mix the two. Place mold in pan of hot water and bake in moderate oven, 350° F., about 1 1/2 hour. When ready to serve, unmold and fill center with tuna a la king.

Spareribs Soya

5 pounds of spareribs
1/2 cup flour (about)
1 tablespoon shortening
1 tablespoon ginger
2 cloves garlic, peeled and mashed
1/2 cup soy sauce
2 tablespoons lemon juice
Cut ribs into 2-rib portions. Roll each in flour. Melt shortening in a heavy baking pan. Add ribs and brown well over

surface heat. Make a sauce using the ginger, garlic, soy sauce, and lemon juice. Pour sauce over ribs. Cover and bake in a slow oven (325° F.) 2 hours. Baste frequently with sauce. Uncover. If ribs are not crisp enough to hold in the fingers, bake uncovered or broil a few minutes. Yield: 6 servings.

Note: Japanese custom is to soak the spareribs in soy sauce before browning. This intensifies the flavor.

Olive Pizza Pie

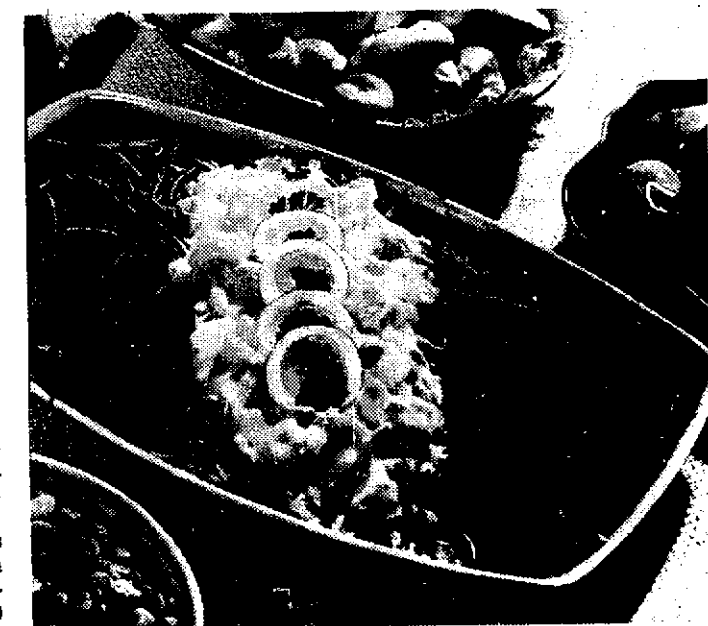
1/2 package hot roll mix
Oil
1/2 cup pimiento-stuffed California green olives
2 green onions
1/2 cup tomato sauce
2 ounces shredded processed cheese (or 1/2 cup grated American cheese)
1/2 teaspoon oregano or basil
Salt
Pepper

Prepare dough with hot roll mix according to directions on package. Do not let rise. Roll to fit greased 9-inch pie pan. Spread top of dough with oil. Slice olives and onions and sprinkle over dough. Drizzle tomato sauce over all and top with cheese. Sprinkle with oregano or basil and salt and pepper. Allow to rise 1/2 hour. Bake in hot oven (400° F.) 20 minutes, or until edges of bread are browned. Serve warm. Makes 1 9-inch "pie."

Greek Potato Scallop

1/2 cup cooking oil
1/2 clove garlic, minced
1 cup diced onion
1 lb. chopped lamb
1 1/2 teaspoons salt
1/4 teaspoon pepper
1 teaspoon kitchen bouquet
6 medium potatoes, sliced
8 oz. can tomato sauce
1/2 cup red wine or grape juice
2 bay leaves

Heat oil in frying pan over moderate heat. Add garlic and onion and cook 5 minutes. Add meat pulled into small portions and sprinkle with seasonings and kitchen bouquet. Cook until meat is browned and crumbly, about 10 minutes. Meanwhile steam potatoes for 15 minutes. Place alternate layers of potato and meat in greased 1 1/2 quart casserole, starting and ending with potatoes. Combine tomato sauce and wine and pour over the top. Lay cinnamon and bay leaves over top of casserole. Bake, covered, in moderate oven for 15 minutes. Remove cover and continue baking until potatoes are tender, about 30 minutes longer. Remove cinnamon and bay leaves and serve. Serves 4 to 6.



Eggs Cantonese with French-fried noodles are delicious fare. Serve them with kima beans, hot rolls and fruit.

Press-Telegram Southland Magazine



Fit, of course, is the big problem of the majority of women when selecting clothes. This does not mean that the majority of women have problem figures. It means that a woman should choose clothes from a size range that fits her. Varden Petites are clothes that she may depend on for fit if she is an average-sized woman—that is, if she is 5 feet, 5 inches tall or under. This standard

was determined upon by Varden Petites from their own and government research. Above are three examples of Varden styles: Left, a dawn-to-dusk suit in bengaline, featuring trim lines and a deep V-neck; center, after-dark costume of strapless dress with matching stole, design featuring diagonal lines gained by self buttons, wide tucks; right, Dutch blue silk dress featuring height.

How to Buy a Sweater

By Caroline Coleman

THERE is far more to buying a cardigan or a pull-over than simply deciding on color and size, as any woman will agree who's ever contrasted the pleasure of a good sweater buy with the misery of a knitwear mistake.

You're a wise shopper if you do a bit of detective work before making your purchase. Investigating yarns, knits and construction.

Begin by checking labels. Manufacturers are now required by law to indicate the type of wool they have used in a sweater. Virgin wool, of course, is best.

Reprocessed wool, which is reclaimed from scraps and clippings of knitwear, is somewhat less desirable. Ranking next is used wool, which has been reworked from material that has already had one life as a garment. Wool tends to lose its strength and elasticity if subjected to too many processing procedures.

Knit is important, too. With a bit of practice you can judge a firm knit simply by eye. In order to avoid a sleazy, bodyless knit that will later sag

ones are usually knit to shape, whereas the less costly ones are cut and sewn.

It's a good idea to check sweaters for small details, too. If you're contemplating a nylon cardigan, make sure the ribbon along the front is also of nylon, else you'll be courting puckering when the sweater is washed.

IF YOUR choice is a soft yarn such as cashmere, shetland or nylon, look at the necklines. Some manufacturers run a bit of elastic thread in such necklines to help them maintain their shape.

Consider, too, the washing instructions which most sweater makers attach to their garments. If you're not willing to give your new purchase the care recommended by the manufacturer—which has been determined by him after exhaustive tests—then you've no right to blame him if your choice later becomes matted, faded or felted from careless treatment.

A good choice for those who tend to be casual about their sweater-washing is the knitwear bearing shrinkage-resistant labels. More and more manufacturers are adopting this treatment to protect consumers against post-purchase accidents.

Another point of price differentiation in cashmeres lies in the fashioning. Top-bracket

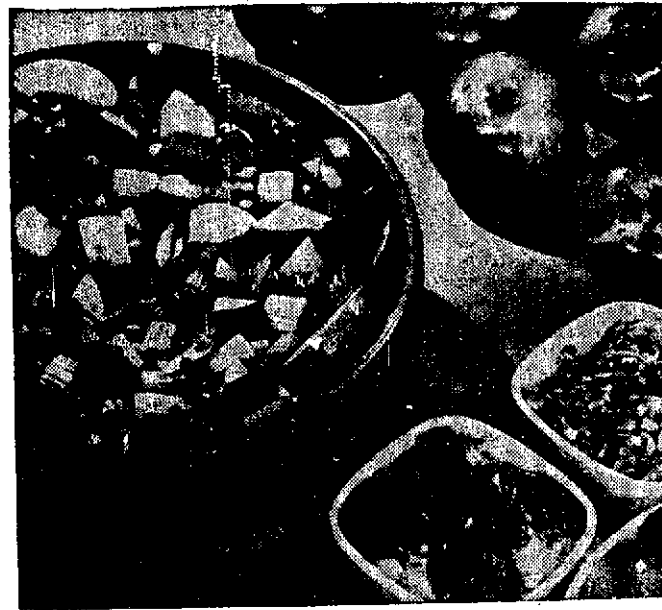
into shapelessness, try giving your intended purchase a stretch test.

If, after a gentle tug on the sweater, the stitches don't reassume their original shape and tightness, chances are that garment won't be your best buy. Watch, too, for snags which may not show up as the sweater lies in folds on the counter.

The stretch test is also a good guide in judging seams. If they are properly sewn, you won't find gaps or dropped stitches. In some good sweaters, seams are taped for extra strength.

IN THE more expensive sweaters, such as cashmeres, the various pieces—backs and fronts and sleeve sections—are often joined by looping rather than by stitching. This flat, almost imperceptible seaming adds to the cost of the sweater, but many people consider it worth the difference.

Another point of price differentiation in cashmeres lies in the fashioning. Top-bracket



Winter salad, made with unpeeled red apples, nuts and celery, is a health builder enjoyed by all of the family.

Try Apple Salad

WITH apples in bountiful supply and all-ways popular, this is the time to use them frequently in budget meals for flavor, health and variety.

This variation of the Waldorf salad comes from the experts of the New Jersey Apple Institute.

Waldorf Salad

Combine diced unpeeled McIntosh apples with diced celery and special Harvest salad dressing. Add chopped walnuts and garnish with additional walnuts. Serve with ripe olives and additional apples and nuts.

Harvest Salad Dressing

Blend 1/2 cup tart apple jelly into 1 cup mayonnaise and mix thoroughly. Season to taste with celery seeds and paprika.

Apple Salad Country Style

Eight slices bacon, 3 sweet red apples, unpeeled, 1/2 to 1 cup diced celery, 1/4 to 1/2 cup seedless raisins, 1/4 cup mayonnaise, lettuce, salad greens for garnish.

Cut bacon into 1-inch pieces and fry until crisp. Drain on absorbent paper and cool. Wash, core and dice apples. Combine bacon, apples and celery, raisins and mayonnaise. Combine 2 or 3 crisp lettuce leaves to form a cup and arrange on each salad plate. Fill lettuce cups with apple mixture. Garnish with crisp salad greens.

Note: When soft raisins are desired, pour 1 cup boiling water over raisins and let stand about 1 minute. Drain and cool before using. Serves 4.

match your party dress

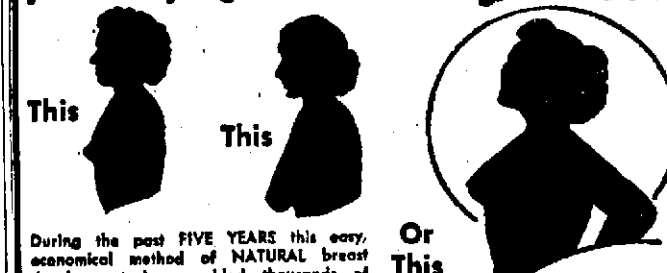
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Plant Colorful Amaryllis

REVOLUTIONARY changes have occurred during recent times in the amaryllis family. Not so long ago variety belladonna



Amaryllis responds to planting directly in the outdoor garden or to pot culture; makes colorful cut flowers.

was the most popular member of this family. But at present it seems to have outlived its popularity. The American hybrids are now out in front as far as the amaryllis is concerned.

Amaryllis belladonna... believe it or not, used to be called the "naked lady" plant. That's because the plants were bare of foliage when the flowers

were in bloom. The foliage appeared only after the flowers had died down. But the new hybrids yield both flowers and foliage at the same time. The naked look has disappeared.

One rather interesting feature of the new hybrids is that several changes within the strain have occurred. The original types were more or less star-shaped and the breeders held this characteristic in high esteem. But the recent trend is toward a rounded shape and a shorter trumpet.

Size is no longer the distinguishing mark of a high quality amaryllis. Texture and coloring are just as important. In fact, the brilliant reds now appearing among the new hybrids are seldom encountered elsewhere in the plant kingdom. And the shades are seemingly restricted to the amaryllis.

THE FLOWERS run through a wide range of colors, including red, orange and scarlet. In the outside garden these

hues are exceedingly attractive but under artificial light they become quite radiant. Keep in mind, too, that the amaryllis shows up splendidly as a cut flower. Removing the pollen increases the life of the cut flower and keeps the petals cleaner and more attractive.

The proper bulb size for planting depends on the manner in which the plants are to be grown. For pot culture obtain the largest bulbs available. For planting in the outdoor garden a size measuring from 2 1/2 to 3 inches should suffice. In the garden the roots are not restrained; they can stretch out as far as possible. But in a pot the roots tend to become cramped, thus making a large-sized bulb desirable.

The amaryllis thrives in the Long Beach area; it wants its place in the sun but also requires protection from the wind. It is also susceptible to attack from extremely cold weather and the young plants are a very attractive delicacy for many forms of bird life.

How and when to water is, of course, a debatable subject. Even the experts don't agree. But a working rule can be as-

(Continued on Page 8, Col. 7.)

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Gardening Tips

GARDENING tips for the week... All types of deciduous stock are now available—roses, fruit trees and ornamentals. These plants should be started in your garden as soon as possible; first, to insure obtaining a wide range of varieties and, second, to prevent the buds from bursting in case of a sudden show of warm weather before planting.

New-crop gladioli are now being offered at most garden supply stores. Unless your garden is subject to a great deal of frost and cold weather during the next few weeks gladioli can safely be planted now. Start the bulbs at intervals of every two or three weeks; this type of planting insures a succession of bloom.

This is a good time to stock up on pots for tuberous begonias which shortly will be on the market. The double camellia-type is preferred. Tuberous begonias can be started in nursery flats filled with plain peat.

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"TOUGHIE" PLANTS

by J. J. LITTLEFIELD

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Holly fern will furnish good shiny green foliage. Clivia has lily-like orange flowers that bloom in March. Agapanthus, "Lily of the Nile," boasts blue or white blossoms in June. These plants grow and bloom under such conditions. Place a half inch mulch layer of RED STAR Steer Manure around the base of these plants. It will help keep the soil loose and friable. The food nutrients and humus value of RED STAR Steer Manure keeps the plants growing properly.

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Hear and see J. J. Littlefield on GARDEN CHATS, KFI-TV Wednesday's at 3:40 P.M.



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House of Charm and Distinction



A long wooden mantel over the fireplace in the Seage living room is extended above recesses into which are built shelves for books and for knickknacks.

Flagstone is generously used to add beauty and distinction to the exterior walls of the home of Mr. and Mrs. Jerry B. Seage, 3934 Ann Arbor Rd.

FLAGSTONE is used in generous proportions yet in scale with stucco walls and the house as a whole to distinguish the home of Mr. and Mrs. Jerry B. Seage, 3934 Ann Arbor Rd., in the district above Lakewood Country Club golf course. A curved walk of flagstones leads from the street up a gentle slope to the front door.

Inside the front door the entrance hall is papered in an attractive pattern of green and yellow to preview the color scheme carried out in living room. The entry opens directly into the living room, den and bedroom hall. The kitchen is reached from the door to the garage or from the

By Althea Flint
of the windows treated in this manner. Carpeting is gray in pleasant contrast to the deep green walls.
The brick fireplace with its long wooden mantel is also painted green. Shelves are built into the wall on either side of the fireplace and above the mantel copper plaques are used for ornament.
A PAIR of white chairs are grouped with a coffee table in front of the fireplace and a deep rose sectional is divided with one piece near the entrance and the other next to the bay window.
Louvered doors lead to the

dining room where spacious windows overlook the terrace, garden and pool. Yards and yards of clear plastic were used for tie-back curtains. Paper in a pattern of red roses and green leaves decorates the wall.
The den which is connected to the entry and the dining room also has a view of the terrace through a bay window. A red brick fireplace is built in circular fashion and juts out into the room from the corner where it shares the chimney with the living room fireplace.
Walls in the den are of wood finished in a soft natural color to bring out the grain. Built-ins to one side of the fireplace

include cabinets below shelves for storage. Two leather chairs are grouped in front of the fireplace and a couch is also upholstered in brown leather. Placed in the large bay window is the desk.
KITCHEN and dining room are connected by a dinette furnished with a leatherette bench curved in horseshoe shape under windows. Teenage Mary Lou and her friends find this corner ideal for doing homework or for snacks and chats after the theater.
Blue and red paper trims this dinette and the kitchen. Curtains are of clear plastic trimmed with a blue ruffle. The sink is built in the center of a U-shaped counter with the refrigerator at one end and the stove at the other end of the counter. The tile and walls are white, the ceiling is papered and the linoleum floor is blue.



Sharing the chimney structure that serves the living room fireplace, this den fireplace juts out into the room. Walls are finished in a soft natural color.

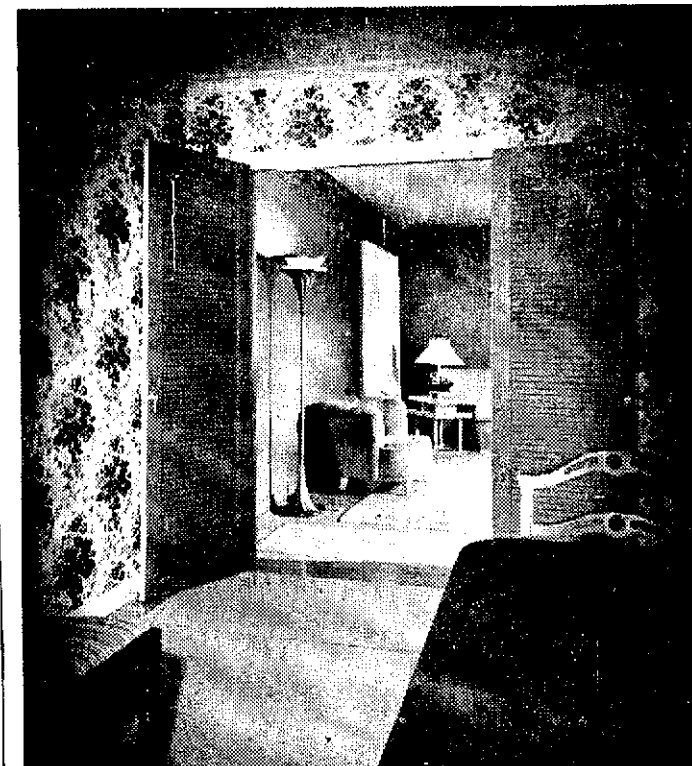
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These louvered doors lead from the Seage living room into the dining room. Wallpaper shows roses, leaves.

Colorful Amaryllis

(Continued From Page 7.)

established at about once every 10 days. This is naturally subject to local conditions such as type of soil, drainage, temperature and exposure.
ONE OF the most amazing facts concerning the amaryllis is the method of planting. Most bulbs are established below the surface. But amaryllis, in the outdoor garden, should be planted with the top of the bulb above the surface. For pot culture allow about half the bulb above the soil. Deep planting often leads to rotting. In a pot the bulb should be crowded; leave just about one and one-half inches of soil between the bulb and the sides of the pot. If more

space is allowed you are using too large a pot.
In preparing the soil add plenty of well rotted manure. Make sure it is thoroughly decomposed or the bulbs may burn badly. Practically any type of garden soil will suffice except a heavy clay. Your best bet is a sandy loam. Good drainage is also a must.
For a good feeding routine you can follow the advice of commercial growers. When growth starts the plants are given a complete plant food application. This is applied at the rate of seven pounds to every 100 square feet of row. Another application is given when the buds show and is followed up by feeding every three weeks until the blooms open.

Decorating Topics

By Edgar Harrison Wileman

THE PRESENT vogue of smaller dining rooms or combination living-dining rooms has brought about a demand for lighter weight dining room furniture and articles that are easily convertible.
A dining area smaller than 10 feet square should never be crowded with a regular size dining room suite. A dinette group would be in much better proportion and serve the same purpose. Sometimes valuable space can be saved and a new look given to a dining room by placing the table end on to a window and then using a table lamp in the evening instead of the central lighting fixture.
Where space is at a premium the dining table may be of the drop leaf variety so that it can be reduced in size when not actually in use.
This is particularly desirable in a combination room. The table, most of the time, would serve as a console or lamp table, ostensibly a living room piece of furniture. When needed for dining it would be easily converted by putting up the leaves and possibly inserting others. A secretary makes an excellent double duty article for a combination living-dining room, for, in addition to the

writing space, there is accommodation for linen and silver in the drawers with china and glass on the shelves.

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With Color Keyed to Living

By Dorothy Killam



A long strip of windows in the master bedroom provides an interesting view of Alamitos Bay. Curtains may be drawn across these windows for privacy at night.

—Photos by Eldon L. Fitzgerald

It's an Antique

Sentimental Keepsakes



Shaving mugs with ornate designs and with illustrations or bits of mirror for added interest, like those above, graced the shelves of the various barber shops.

THE collecting of shaving mugs as a hobby has not been pursued by too many, chiefly because they are not in the "antique" stage. The decorated shaving mug came into prominence only since 1870, and then the life span was only for a period of 50 years. Almost every home still possesses one of these objects, kept mainly for sentimental reasons because it belonged to father or grandfather.

When health authorities started their campaign against the barbershop shaving mug that rested on the shelf with all the other customers' mugs, plus the increased cost of shaves over the old 10-cent shave of the turn of the century, and the advent of the safety razor in 1903, the shaving mug took its place in history along with the out-moded horse and buggy.

There is a fascination connected with the decorated occupational and nonoccupational

By Mary Lou Zehms

mugs for they tell a story in design. Railroad men had mugs with an engine or caboose painted beneath their names; sportsmen had their pictures painted on the mugs throwing a baseball, shooting a wild duck or whatever their favorite sport happened to be; members of service orders leaned toward their insignia while others even went so far as to have their own photograph reproduced in color.

These unusual illustrations were painted by the artists directly from a drawing, photograph or description, or were printed from engraved plates. The plates followed closely the method of "wet point" engraving of today. The design was a bare outline so the designer could hand-paint the rest. Another method was that of stenciling.

The mugs were made of opaque ware and imported from France, England, Austria and Germany. They were then decorated in the United States

at various plants, orders coming directly from the owners of barbershops. Prices ranged from 75 cents to \$2.25, but the barber could make any profit he desired from the customer ordering the mug.

There are five decorative mugs in the possession of Roland Hill of Long Beach. One belonging to his father; a very rare mug containing a small circular mirror on the outside and a special ledge on the inside for the soap and brush; another with embossed flowers and a popular one in its days with the inscription "Think of Me."

In the earlier days of the mug, burnished gold was used instead of bright gold since it was of better quality and would show less wear as the years went by. Together with decorating mugs, the artists also made stand bottles for barbers. Curt Grimm of St. Louis, Mo., was one of the outstanding decorators. He employed eight men who worked nine hours a day in his plant during the lush years of the decorated shaving mug fad.

A PROMINENT interior decorator claims that in order to keep her husband a woman must select colors that the man of the house likes when she decorates their home. Probably a steak done to just the right degree of tenderness will do more to promote marital bliss than redecorated walls but colors do have a definite effect on the emotions.

Mr. and Mrs. Herbert Buehler are aware of the important role color plays in modern living so they asked a color consultant to help them when they decorated their new home. The house fronts on an arm of Alamitos Bay at 5629 Sorrento Dr. By looking at color from a psychological point of view the Buehlers came to realize that deep blue is depressing while certain shades of red have the opposite effect on the emotions.

Because of the impressions color can create, reds and yellows are used in the kitchen where most of the activity takes place. Since the living room is primarily a place to relax, the dominant coloring used is green, which has been grayed down to a soft tone. In the combination laundry-service porch a gray wallpaper helps brighten blue Monday.

The real front of this house is on the bay side so the portion which faces the street is mostly garage and fence. A wall of glass in the living-dining room opens on the terrace and the bay beyond. By painting the exterior walls a deep, grayed-down green, even the plain entrance takes on some distinction. An enclosed entrance way is planted to make an attractive walk to the front door and a pretty, secluded picture for the den window.

The color scheme carried out in the living-dining room and entrance hall is keyed to a Van Luit handprinted paper used over the wall-length mantel in the living room. The coral hibiscus color in the scenic panels is repeated in a brick planter built to make possible better furniture grouping in the living room. This planter was built after the Buehlers bought the home and was designed to shut off part of the too-wide passageway between living room and entrance hall. To further tie in the brick with its surroundings, paper with a brick-colored background was used in the entrance hall.

TO CONTRAST with the brick fireplace and planter, grayed-down green colors were taken from 75 cents to \$2.25, but the barber could make any profit he desired from the customer ordering the mug.

The wall opposite the windows is painted a deep shade and the adjoining walls, ceiling and window supports are painted a shade lighter. Also painted green is grillwork which frames the passageway between entrance and living room. Carpeting is beige.

Cherry wood used throughout the living room and dining room is a pleasant shade, not too dark and not too light. For sparkle, gold metallic threads are woven into the fabrics used. The sectional sofa is upholstered in tweed and trimmed with shadow fringe. Draperies are a champagne-beige color and traverse for privacy. Cornice boxes are upholstered in green fabric.

The furniture grouping in this room is especially comfortable since it serves small conversation groups as well as a large number of guests. The brick planter box was proportioned to make the ideal spot



Importance of correct color scheming in modern living is stressed in the home of Mr. and Mrs. Herbert Buehler. Pleasing furnishings, attractive arrangement also help to make this home comfortable. Planter helps set off room.

for the main piece of furniture—the three-piece sectional. A pair of chairs and a round coffee table are grouped in front of the window.

The drop-leaf table in the dining area extends to full size for dining or serving a large group buffet-style. The hutch, handily within reach, holds serving dishes when there is a party, the prettiest china when the family is alone.

A DOOR in the dining area leads to the terrace which

has been extended since the Buehlers bought the house so that ample space is provided for dancing or sun bathing. A portable barbecue and convenience to the kitchen make this a popular outdoor dining spot.

Gay patterned paper in a Chelsea print is used on the ceiling in the kitchen in pleasing contrast to the restful colors used in the living room. The counters are green and cabinets are painted white. A corner of the kitchen is con-

finied to a dinette. Walls in this portion of the kitchen are also papered in the chintz pattern.

WOVEN glass cloth was used to cover three of the walls in the den where a studio couch, television set and card grouping are the principal furnishings. Flooring is parquet. Directly opposite from the den and built behind the kitchen is the downstairs bath which is papered in an attractive pattern.

Upstairs in the master bedroom a strip of windows extends nearly the width of one wall. Traverse draperies are sill length and patterned in a modern print of lime, green and gray. The spread on the extra wide bed is gray, trimmed with a flounce of fabric like the draperies.

The ceiling in the bath is papered in green and white stripes and paper above a dado is a matching pattern of unusual design.



An enclosed planting area beyond the front gate lends interest to the walk from the street to the front door.

Harmonize Colors

WINDOWS that are too small in scale for the room can be given importance by curtaining the entire wall. Mount a cornice at the ceiling line. Let a Venetian blind cover the wall to the top of the window, and use draperies that just frame the window.

In choosing drapery fabrics, select colors that pick up tones from walls, floor or upholstery. A more co-ordinated interior will result if predominant colors of drapery fabric are picked up from the upholstery or slipcovers. As an example: If living room walls are paint-

ed a soft blue-green; floor is laid in modern asphalt tile squares of the blue-green bordered with narrow beige strips; and the upholstery predominantly dusty-rose—select drapery material with rose as the predominant shade. The background can be either the blue-green of floors and walls, or the neutral beige of the floor border.

Light floor color can make a room appear larger. A floor design in two or more colors will harmonize well with solid colors of slipcover or drapery fabrics.

Living room, dining area and entry hall color scheming is taken from Van Luit hand-printed panels over mantel.



Fenestra STEEL CASEMENTS WITH SCOT'S METAL SURROUND

NOW—Easier than ever to install with our new patented time-saving metal SURROUND. No framing necessary—just nail to studs. Fenestra windows always open easily—steel doesn't swell, warp, stick, splinter. Better screens; all cleaning from inside; lower upkeep.

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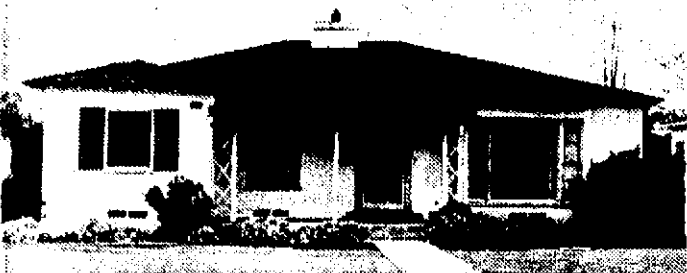
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743 PINE AVE. TEL. 70-8401



Listed and sold through Multiple Listing, a specialized service for members of the Board of Realtors, was this home at 3839 Gundry Ave. A. H. Spurrier, salesman for Harold K. Steele, broker, sold the property for Mrs. Martha K. McIntyre to Mr. and Mrs. J. V. Miller.

County Real Estate Loan Filings Big in December

MORTGAGES and trust deeds affecting real estate recorded in Los Angeles County during December totaled \$161,112,980, according to the monthly summary published by Realty Tax and Service Co., Los Angeles.

The figure made December the third biggest month of 1950 and one of the best in the county's history of real estate financing.

Farm Plan

Farm financing for California veterans under the low-interest state plan was substantially greater in 1950 than in 1949, according to State Director of Veterans Affairs D. J. Callaghan Jr.

Callaghan reported that the Department of Veterans Affairs Invested \$695,350 in farms for 77 veterans last year as against \$389,906 for 42 veterans the year before.

The funds which the state invests in farm and home purchases for veterans come from the sale of California Veterans Bonds, Callaghan explained. The veterans' installments on their purchase contracts cover the cost of the bonds and the administration of the program, which thus requires no support from taxes.

Number of such transactions recorded was 16,020. The number was down 9 per cent from November's postwar high mark, but dollar volume was off only 2 per cent. November recordings aggregated \$165,641,416.

Lending institutions with headquarters or branches in Long Beach made slight gains, on the average, over November. Like November, December was remarkable for a large number of trust deeds above \$1,000,000. Largest was \$8,937,000. Another was \$5,472,250. Two were in excess of \$2,000,000 and eight were for more than \$1,000,000.

Of the 16,020 loans, 1056 were FHA trust deeds. Foreclosures numbered 95 and deeds in lieu of foreclosure 17. The county recorder's office received 72,107 documents for filing in December.

Survival Pattern

PATTERN FOR SURVIVAL, a motion picture illustrating how civilians should act under atomic bomb attack, will be shown to the Board of Realtors at breakfast Tuesday by William J. Mooney, Long Beach director of civilian defense.

John T. Webster, program chairman, said Mooney also will discuss the local civilian defense program.

Mooney, a sergeant in the police department, is a former Army captain. He had charge of military police occupation forces in Belgium. Mooney is a graduate of the FBI Academy. He reorganized the local reserve police force after the war and has been in the department 10 years.

Board members with January birthdays will be awarded special gifts at the meeting.

Plan Air Raid Haven

ONE of the city's first air-raid shelters will be built at the home of Maurice M. Cohn, 1480 Marshall Pl. It was disclosed last week when application for a construction permit was filed in the City Building Department.

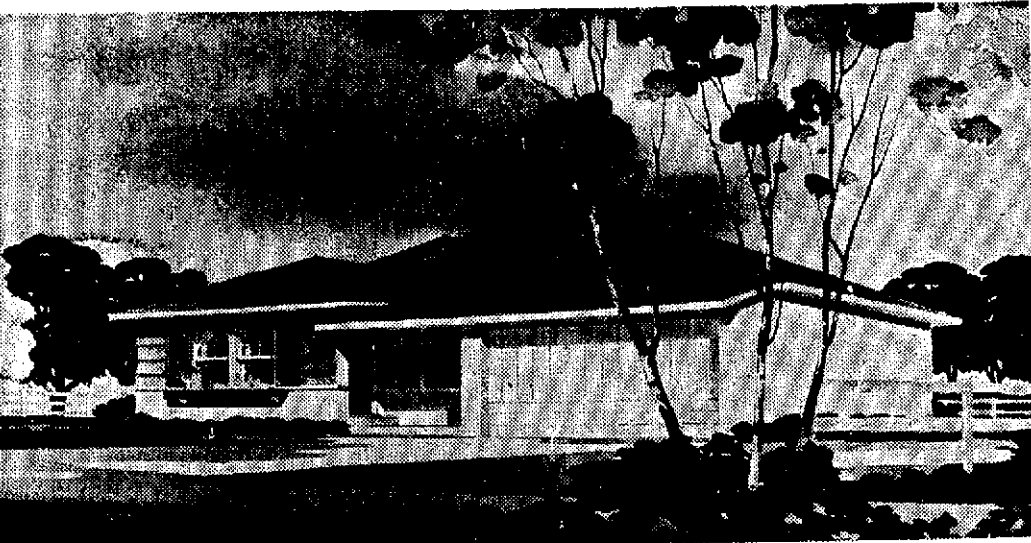
The shelter will be six feet deep and approximately 14 feet long. It will be below ground. An entrance hatch opens into a chamber below. Main room is separated from this vestibule by a metal-clad door. The structure will be of reinforced concrete.

Paul W. Prout, engineer, designed the shelter. The Sunset Co. is the builder.

New Quarters

Lakewood Realty has moved into larger quarters at 5401 E. Carson St. It was announced yesterday by A. M. Reynolds, head of the company.

Established last September, the firm specializes in GI real estate. The staff has been expanded to seven, Reynolds said.



More than \$3,000,000 worth of homes similar to the one sketched here were sold last week end at the grand opening of Lakewood Park's Briarcrest section, South St. and Bellflower Blvd. The new district is the last which will be offered to veterans under no down payment terms.

\$3,000,000 Week-end Sale Gained by Lakewood Park

MORE than \$3,000,000 worth of homes was sold last week end at the grand opening of Lakewood Park's Briarcrest section, officials of the \$250,000,000 planned community announced yesterday.

Developers attributed the vast sales figure, which is believed to be the greatest sales volume for a single week end in local real estate history, to the fact that the opening of Lakewood Park's Briarcrest section gives veterans their last chance to buy homes at no down payment at the 3200-acre planned community.

"We still have plenty of homes for sale at Lakewood Park's Briarcrest section, but veterans are urged to hurry if they want to take advantage of the no-down-payment terms," officials said. "Because of recent government regulations, homes in our Briarcrest section will be the last ones we will be able to offer veterans at no down payment."

Veterans are requested to bring their discharge papers or certificate of eligibility with them when calling at the two Lakewood Park sales offices. Open daily to 10 p. m., the development's main sales office and branch Briarcrest sales headquarters are situated at 5327 Lakewood Blvd. and the corner of South St. and Bellflower Blvd., respectively.

Observing the same hours, model homes newly furnished by the May Company are open for public inspection at both locations.

From Long Beach, Lakewood

Park is reached by driving north on Atlantic Blvd. to Carson St., turning right to Lakewood Blvd. and then left one mile on Lakewood to the development's main sales office and May Company-furnished model homes. The branch sales office and model homes for the Lakewood Park Briarcrest section are one block north of the main sales office and one mile east.

Available in a wide variety of exterior and interior designs, homes are offered in two- and three-bedroom and two-bedroom-and-den models, with respective monthly payments set at \$44 and \$50, everything included except taxes.

All homes in Lakewood Park's new Briarcrest section are landscaped with lawns, shrubs and trees at no extra cost to the buyer. With no assessments of any kind, paved streets, sidewalks, curbs, driveways and all utilities are in.

Nearby recreational facilities include many parks and playgrounds, an 18-hole golf course at Lakewood Park Country Club, swimming pool, tennis, badminton and handball courts and an athletic stadium. Churches of every major denomination are in the area and schools offer instruction from kindergarten through college levels.

New Homes

AMONG plans for new residences submitted last week to the City Building Department were blueprints for a home for Mr. and Mrs. Lynn T. Barnes at 5658 Maple Canal.

The one-story and part two-story residence will be of concrete block and redwood shiplap. T. L. Sanders engineered the 2290-square-foot structure. The ground floor will have large living room with dining area, bedroom, bath, kitchen and nook. Upstairs will be two bedrooms, bath, dressing room and sundeck. Garage is attached to the house.

A six-room home will be erected by Mr. and Mrs. Ben Marron at 1050 Burlinghall Dr. The house will be 2161 square feet in area. Garage is detached. Exterior is wood shingle and stucco, with flagstone trim.

Included in the plan are large living room with bay window, three bedrooms and dining room. Breakfast nook and service porch adjoin the kitchen. Three baths are provided, including one adjacent to the dressing room for the master bedroom.

Mr. and Mrs. William H. Farley plan a one-bedroom house of 1896 square feet at 5137 Vista Hermosa. A den and exercise room also are provided. Dining area is one end of the living room. There are two bathrooms.

The L-shaped structure was designed by Thomas J. Russell, A. I. A.

C-L Meeting

The Compton-Lynwood Board of Realtors will be addressed at breakfast tomorrow by E. T. Moore of Long Beach on "Fundamentals of Real Estate Selling."

Vern B. Stone, chairman, said Moore has taught real estate at Pennsylvania State and through extension courses at UCLA. He is currently teaching at City College. Moore maintains a real estate office in Lakewood and is education chairman of the Long Beach board.

38 Houses

Yaffe & Matthews, Lynwood, have awarded subcontracts for 38 two- and three-bedroom dwellings on Carlin Ave. east of Bullis Rd., Lynwood. Houses will be from 1100 to 1500 square feet in area.

War Housing Not Temporary

SO-CALLED temporary war housing has been proved to be the most expensive, wasteful type of home production ever devised, according to Robert P. Gerholz of Flint, Mich., 1950 president of the National Association of Real Estate Boards.

The reason is that such housing is not actually temporary, he declared in a recent address. If it is built adequately to stand for 30 days it will stand for 30 years with proper maintenance, he added.

"The temporary housing put up by the government during World War II required all of the home building equipment, a good part of the materials, and nearly as much labor as would have been required by private industry to build permanent homes," Gerholz said.

"Part of the last war housing program included the million permanent housing units produced by private builders. Including both rental housing and homes for owner-occupiers, this war housing remains as a permanent and valuable asset in our total supply."

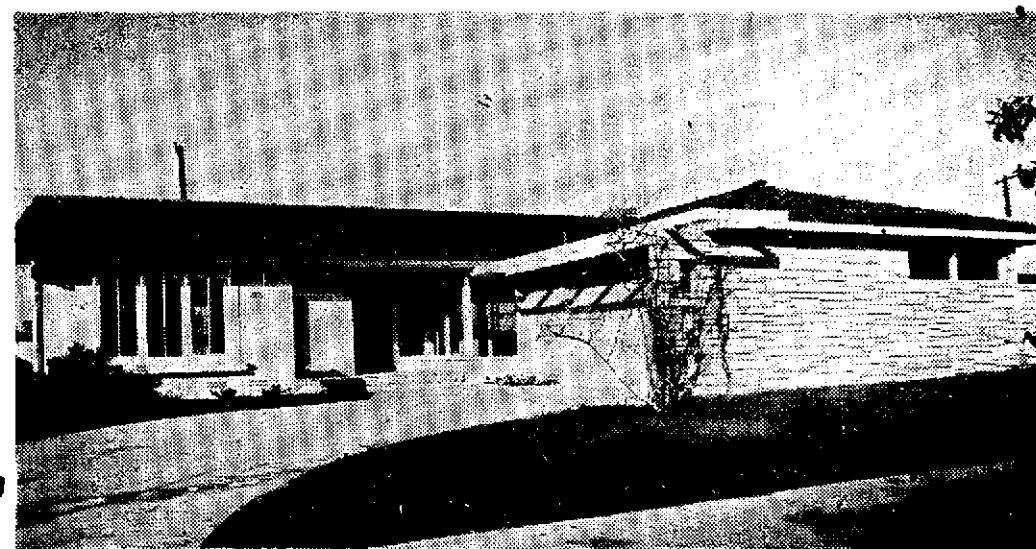
"The so-called temporary housing, on the other hand, is wasteful by comparison, and a

source of endless trouble, being below standard and yet representing a large investment. Private builders can do the job to the best possible standards in the least possible time at the least possible cost."

Criticizing credit control as a method of limiting home production in the defense emergency, Mr. Gerholz described it as a form of rationing without relation to need.

"In cutting home production back to whatever may be the proper level in terms of national defense needs," he said, "it seems to me that a frank, direct type of control would be preferable to the devious method of credit control. In the first place, the credit control method is unfair to the average family with limited resources for down payments, while it does not seriously curb the family with ample cash resources."

New home construction in 1951, including defense housing, is not likely to exceed 700,000 units, Gerholz said. The accent will be on producing the maximum number of housing units out of available supplies of labor and materials. Luxury housing will be "out" after the first quarter of the year, he declared.



Newly completed and open daily for inspection is the Los Flores exhibit residence in Park Estates, the Lloyd S. Whaley residential development at Anaheim St. and Pacific Coast Hwy.

50 Homes Rising in Estates

FIFTY large residences, representing a new construction program of more than \$1,000,000, are in progress in Park Estates, the Lloyd S. Whaley subdivision at Anaheim St. and Pacific Coast Hwy.

Forty of the homes are being built by homesite buyers,

and 10 by Whaley for general sales.

The first of the new homes for the market now is on daily public display.

The new homes under construction, it was explained, are three bedrooms, two bedrooms and a den, and three bedrooms and a den, featuring latest im-

provements, terraces and California living.

The sales prices were listed from \$21,500 to \$32,500.

M. H. Jim Driggers, supervising sales, reported lot sales in the first and second units have increased since the first of the year.

New U. S. Record Set

THE NATION'S home builders started 95,000 new permanent nonfarm dwelling units in December, bringing the 1950 total to a record-smashing 1,400,000 units, according to preliminary estimates of the U. S. Labor Department's Bureau of Labor Statistics. This total exceeded the 1949 record volume (1,025,100 units) by 36 per cent, and was almost 50 per cent above the previous peak of 937,000 units in 1925.

The swift pace of residential construction which began in the last half of 1949 continued into 1950. The year opened with 78,700 new dwelling units put under construction in January, and activity accelerated until a

peak of 149,100 housing starts was reached in May. An easy-credit policy, combined with long-accumulated housing needs and high consumer purchasing power, supported a 140,000-unit rate during the summer months.

Autumn home construction slackened somewhat as a result of curbs on housing credit. An 11-per-cent increase in December brought that month's total to 95,000 units, the best performance for any December in history.

Most Flooring

Hardwood flooring shipments in the nation's major producing areas broke all records in 1950, passing the one billion board foot mark for the first time, the National Oak Flooring Manufacturers' Association reported last week.

Southern and Appalachian mills, which turn out more than 90 per cent of the country's total hardwood flooring supply, shipped approximately 1,031,770,000 board feet. This was nearly 30 per cent above the previous high of 795 million feet recorded in 1948 and 31 per cent over the 1949 volume, Willins said. About 95 per cent of the shipments were oak. The remainder consisted of hard maple, beech, birch and pecan.

3000 Join

Membership gains of over 3000 for 1950 have been announced by the National Association of Home Builders. NAHB now has 19,034 members in 165 chapters, with 21 other chapters in the process of formation.

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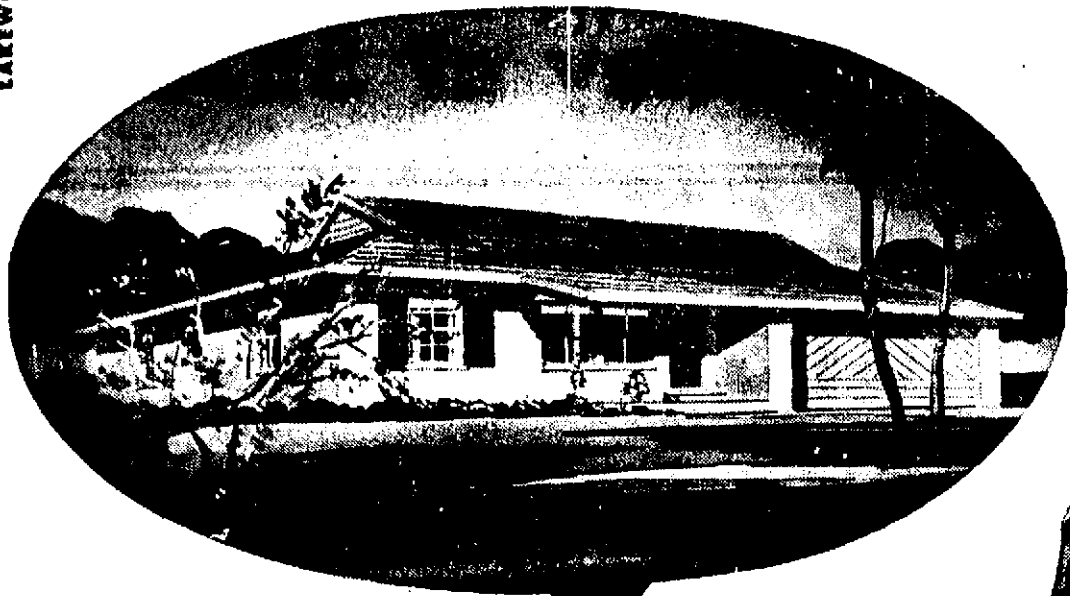
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Buy in Briarcrest! As part of the 250 Million Dollar Lakewood Park community, Briarcrest is close to new schools, playgrounds, churches. Children can go from grade school through college at Lakewood Park.

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A good investment in living as well as dollars. Every form of recreation nearby. You'll be near the world's most modern shopping center, too, including May Company's new 5 million dollar store.

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*Government regulations prevent Lakewood Park from offering homes at no down payment to veterans after these houses are sold!

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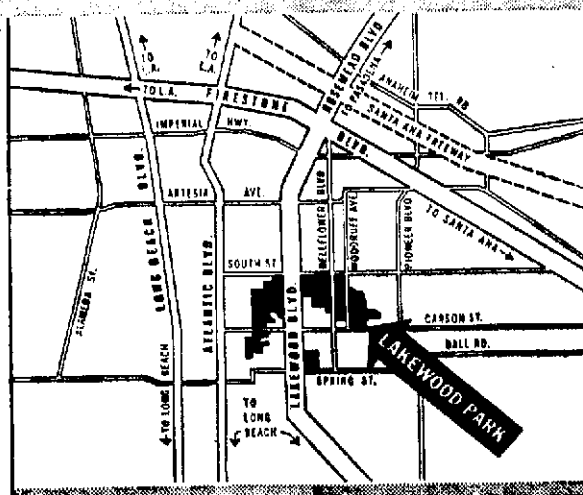
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everything included
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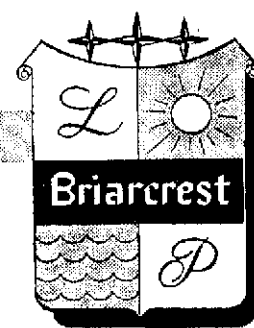
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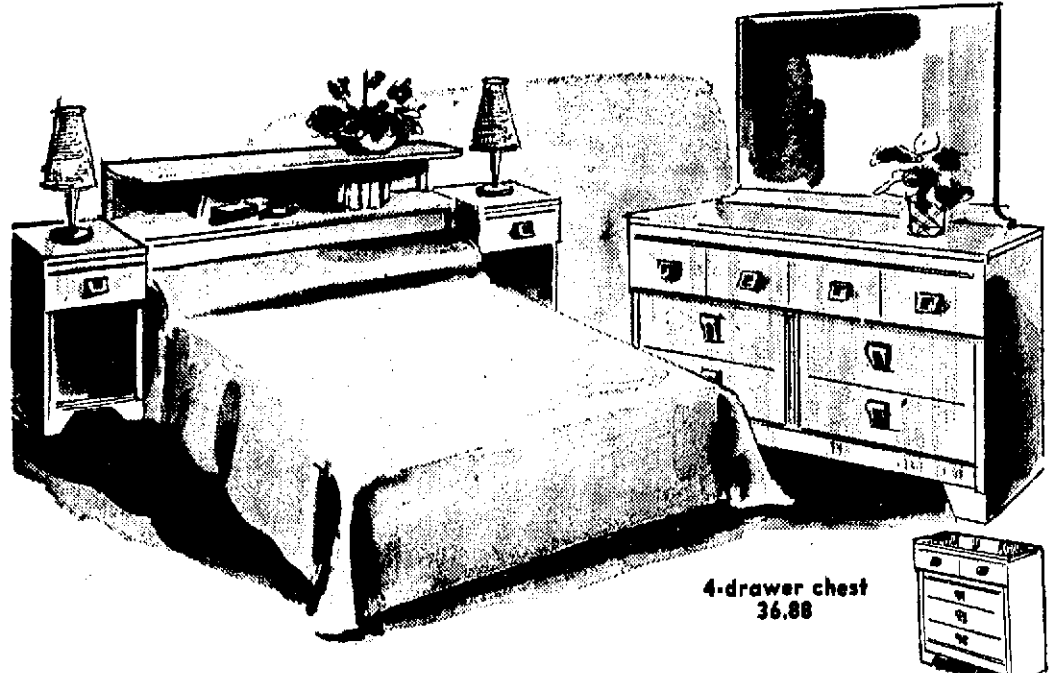
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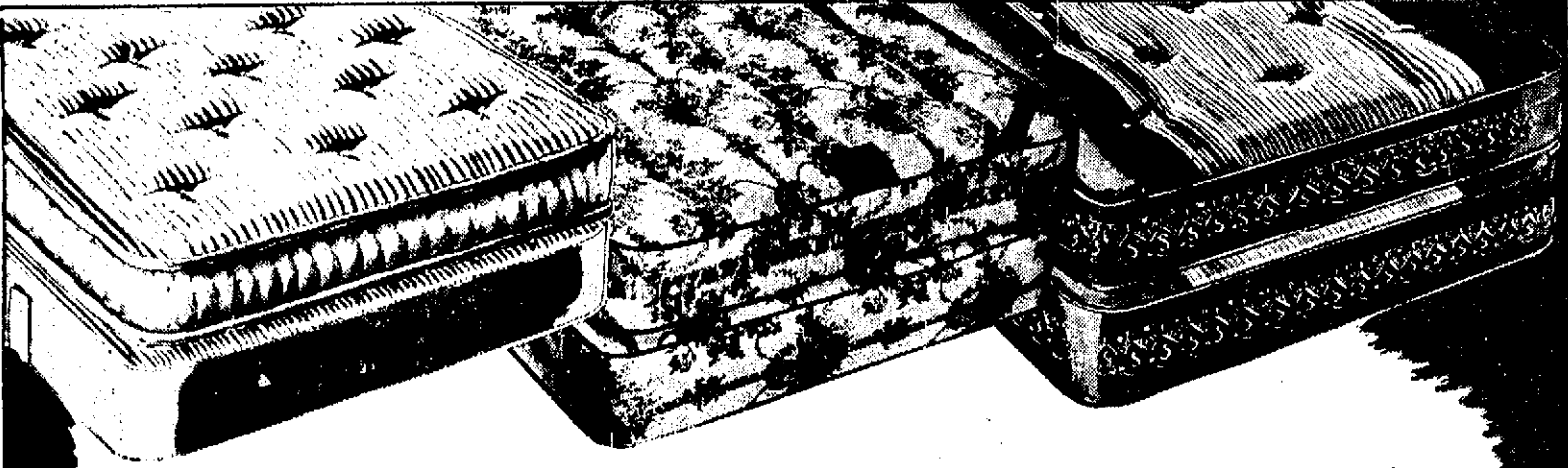
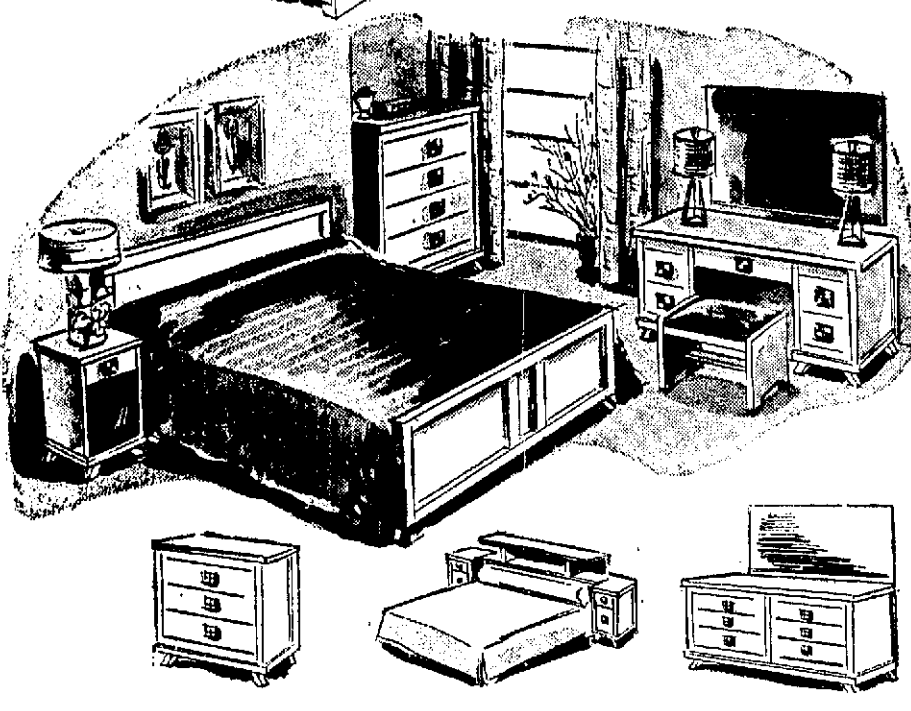
January Sale highlight! Ensemble consists of double dresser with 30x40-inch mirror, 4 large roomy drawers and overlapping top drawer, one headboard and two matching commodes. Modern style in walnut veneers.

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109.90 'Mr. & Mrs.' Dresser (with mirror)	99.88		

First time at these exceptional savings! Sears own exclusive design in genuine blond Korina mahogany veneers, hand rubbed and waxed for added beauty. Make up your own group to meet your needs.



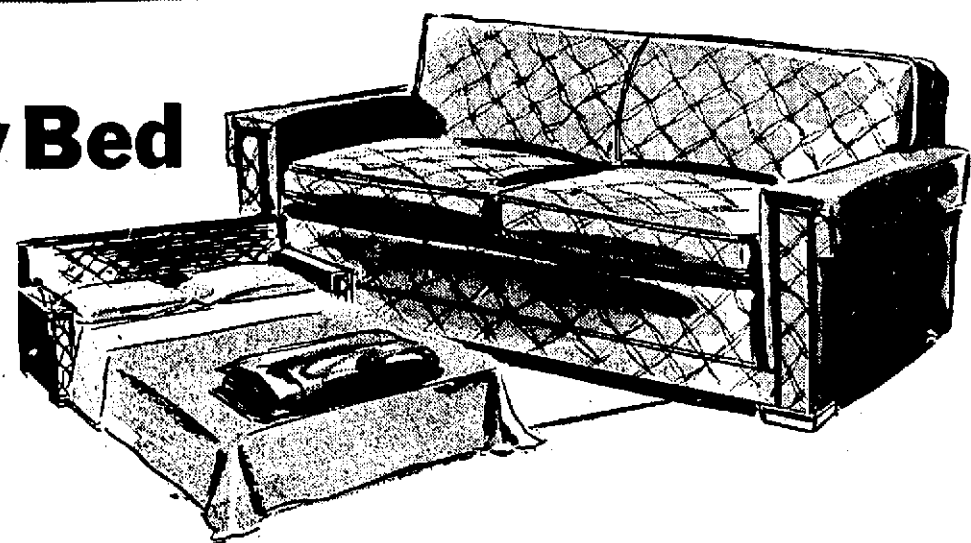
Mattress and Box Spring 54.95 Value 47.88 <small>4.99 DOWN, Sears Easy Terms Usual Carrying Charge.</small> Comfortable 180-coil unit, with flexolator insulation. Covered in striped ACA ticking. Matching 72 coil box spring. Full or twin. Sold separately 27.95 ea.	Mattress and Box Spring 69.95 Value 54.88 <small>Also Sold on Sears Easy Terms.</small> 220-coil spring unit, with Flexolator insulation. Covered in floral design sateen ticking. 72-coil box spring. Full or twin. Sold separately 37.95 ea.	Mattress and Box Spring 89.95 Value 74.88 <small>Also Sold on Sears Easy Terms.</small> Our best selling combination, Flexolator insulation, tan and brown cotton striped ticking. 80-coil box spring. Full or twin. Sold separately 44.50 ea.
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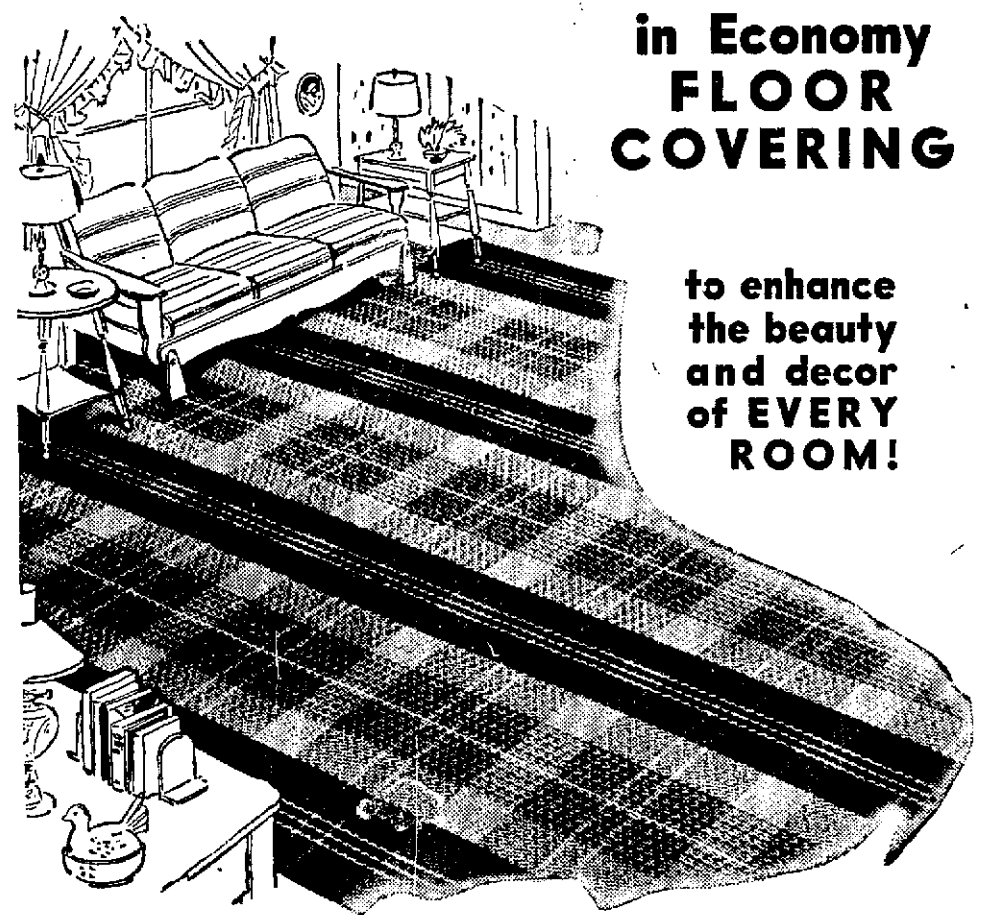


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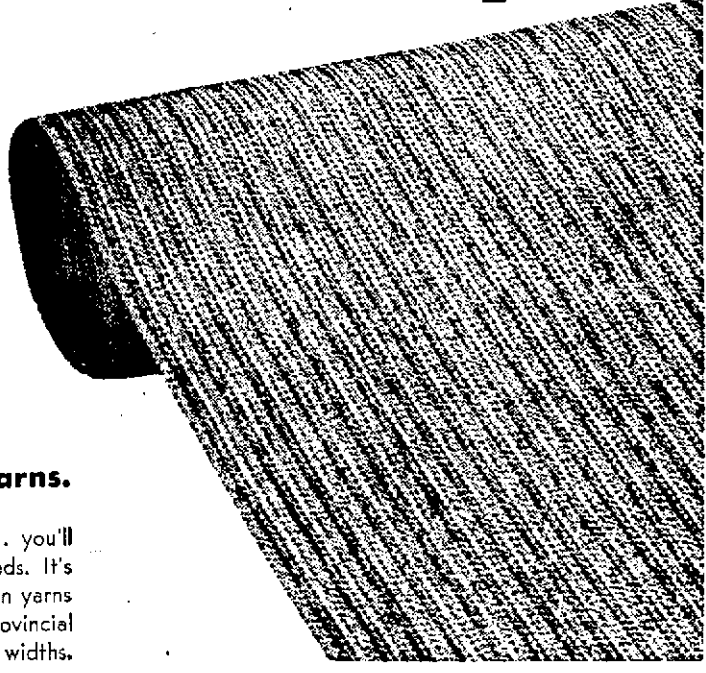
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